

ESTTA Tracking number: **ESTTA628058**

Filing date: **09/18/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

| | |
|------------------------|--|
| Proceeding | 91204259 |
| Party | Defendant Valhalla Game Studios Co. Ltd. |
| Correspondence Address | MARVIN GELFAND WEINTRAUB TOBIN CHEDIAK COLEMAN GRODIN 9665 WILSHIRE BLVD, 9TH FLOOR BEVERLY HILLS, CA 90212 2316 UNITED STATES mgelfand@weintraub.com, lwang@weintraub.com, dmoreno@weintraub.com |
| Submission | Defendant's Notice of Reliance |
| Filer's Name | Marvin Gelfand, Esq. |
| Filer's e-mail | mgelfand@weintraub.com, dmoreno@weintraub.com |
| Signature | /marvingelfand/ |
| Date | 09/18/2014 |
| Attachments | Eighth Notice of Reliance - Part 1.pdf(2468037 bytes) Eighth Notice of Reliance - Part 2.pdf(3356868 bytes) Eighth Notice of Reliance - Part 3.pdf(3467859 bytes) |

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In Re: Serial Nos. 77/948,333; 77/948,895; 85/310,089

Applicant's Marks: VALHALLA GAME STUDIOS, VALHALLA
GAME STUDIOS and Design;
Applicant's Mark in Child Case: VALHALLA ENTERTAINMENT

VALHALLA MOTION PICTURES, INC.,

Opposer,

v.

Opposition No. 91204259
(parent case)

VALHALLA GAME STUDIOS CO. LTD.,

Applicant.

VALHALLA GAME STUDIOS CO. LTD.,

Opposer,

v.

Opposition No. 91206662

VALHALLA MOTION PICTURES, INC.,

Applicant.

EIGHTH NOTICE OF RELIANCE

Pursuant to Trademark Trial and Appeal Board Manual of Procedure
("TMBP") § 704.03(b)(1)(A), Applicant Valhalla Game Studios Co. Ltd., hereby

Opposition No. 91204259 and 91206662

serves notice that it will rely upon the following online magazine articles and internet web pages:

1. "Tokyo Vikings: Tomonobu Itagaki and Crew Return With a New Team and EBox 360 Game" by James Mielke, dated May 26, 2009, printed April 18, 2013, <http://www.1up.com/features/itagaki-returns-team-360-game>, a true and correct copy is attached as Exhibit "1";

2. "Tokyo Vikings studio forms with Team Ninja veterans", by Matthew Humpries, dated May 29, 2009, printed September 16, 2014 March 3, 2010, printed September 16, 2014, <http://www.geek.com/games/tokyo-vikings-studio-forms-with-team-ninja-veterans-790121/>, a true and correct copy is attached as Exhibit "2";

3. "The Tokyo Vikings have moved up to Valhalla" by Glenn M., posted March 3, 2010, printed September 16, 2014 <http://www.qj.net/qjnet/news/the-tokyo-vikings-have-moved-up-to-valhalla.html>, a true and correct copy is attached as Exhibit "3";

4. "Ex-Team Ninja Boss Has A New Studio With A New Name" by Brian Ashcraft, dated March 3, 2010, printed September 16, 2014, <http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name>, a true and correct copy is attached as Exhibit "4";

5. "First Look At Devil's Third, The Debut Shooter From Valhalla" by Michael McWherton, dated June 11, 2010, printed September 16, 2014,

Opposition No. 91204259 and 91206662

<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla>, a true and correct copy is attached as Exhibit "5";

6. "Ninja Gaiden Creators Reveal Devil's Third, The Bloody New Shooter from Valhalla" by Michael McWherton, dated June 11, 2010, printed September 16, 2014, <http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla> , a true and correct copy is attached as Exhibit "6";

7. "THQ signs Valhalla deal" by Phil Elliot, dated June 14, 2010, printed September 16, 2014, <http://www.gamesindustry.biz/articles/thq-signs-valhalla-deal>, a true and correct copy is attached as Exhibit "7"; and

8. "Devil's Third", by GamesIndustry International, dated June 14, 2010, printed September 16, 2014, <http://www.gamesindustry.biz/articles/devil-s-third-valhalla-game-studios-first-title>, a true and correct copy is attached as Exhibit "8".

9. "Devil's Third: Tokyo-based Score Studios working on Valhalla Game Studio's upcoming title" by GamesIndustry International, dated March 3, 2011, printed September 16, 2014, <http://www.gamesindustry.biz/articles/devil-s-third-tokyo-based-score-studios-working-on-valhalla-game-studios--upcoming-title>, a true and correct copy is attached as Exhibit "9".

10. "Itagaki: Realistic Military Details Will Elevate Devil's Third" by Staff at Gamasutra, dated December 2, 2011, printed September 16, 2014, [http://www.gamasutra.com/view/news/128491/Itagaki Realistic Military Details](http://www.gamasutra.com/view/news/128491/Itagaki_Realistic_Military_Details)

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Will Elevate Devils Third.php, a true and correct copy is attached as Exhibit "10".

11. "Itagaki's depression-fueled Armgeddon/Aerosmith bender" by JC Fletcher, dated February 9, 2012, printed September 16, 2014, <http://www.joystiq.com/2012/02/09/itagakis-depression-fueled-armageddon-aerosmith-bender/>, a true and correct copy is attached as Exhibit "11".

12. Itagaki Attacks Modern Warfare 3 and Battlefield 3" by Andrei Dumitrescu, dated December 5, 2011, printed September 16, 2014, [http://www.gamasutra.com/view/news/128491/Itagaki Realistic Military Details](http://www.gamasutra.com/view/news/128491/Itagaki_Realistic_Military_Details) Will Elevate Devils Third.php, a true and correct copy is attached as Exhibit "12".

13. "THQ's budget for Devil's Third outstrips Itagaki's previous work" by Mike Williams, dated February 28, 2012, printed September 16, 2014, <http://www.gamesindustry.biz/articles/2012-02-28-thqs-budget-for-devils-third-outstrips-itagakis-previous-work>, a true and correct copy is attached as Exhibit "13".

14. "THQ hands Devil's Third back to Valhalla" by Rachel Weber, dated July 4, 2012, printed September 16, 2014, <http://www.gamesindustry.biz/articles/2012-07-04-thq-hands-devils-third-back-to-valhalla>, a true and correct copy is attached as Exhibit "14".

15. "Devil's Third: THQ Returns Rights to Valhalla" by Will Blackwell, dated July 5, 2012, printed September 16, 2014, <http://www.onlysp.com/devils->

Opposition No. 91204259 and 91206662

third-thq-returns-rights-to-valhalla/ , a true and correct copy is attached as Exhibit "15".

16. "Devil's Third coming to "wide range of digital devices" by Mike Williams, dated July 6, 2012, printed September 16, 2014, <http://www.gamesindustry.biz/articles/2012-07-06-devils-third-coming-to-wide-range-of-digital-devices>, a true and correct copy is attached as Exhibit "16".

17. "Valhalla plans to launch Devil's Third on digital devices" by Wesley Yin-Poole, dated July 6, 2012, printed September 16, 2014, <http://www.eurogamer.net/articles/2012-07-06-valhalla-plans-to-launch-devils-third-on-digital-devices>, a true and correct copy is attached as Exhibit "17".

18. "Devil's Third coming to PC and tablets" by Mike Williams, dated July 20, 2012, printed September 16, 2014, <http://www.gamesindustry.biz/articles/2012-07-20-devils-third-coming-to-pc-and-tablets><http://news.softpedia.com/news/Itagaki-Attacks-Modern-Warfare-3-and-Battlefield-3-238271.shtml>, a true and correct copy is attached as Exhibit "18".

19. "Valhalla Teams With Doobic For More Devil's Third" by Andrew Reiner, dated July 20, 2012, printed September 16, 2014, <http://www.gameinformer.com/b/news/archive/2012/07/20/valhalla-teams-with-doodic-for-more-devil-39-s-third.aspx> , a true and correct copy is attached as Exhibit "19".

20. "Valhalla teaming with Korean developer for PC/tablet Devil's Third" by Steve Watts, dated July 20, 2012, printed September 16, 2014,

Opposition No. 91204259 and 91206662

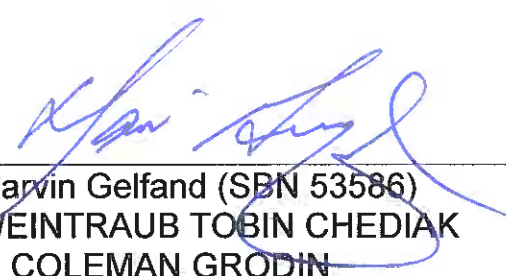
<http://www.shacknews.com/article/74914/valhalla-teaming-with-korean-developer-for-pctablet-devils-third>, a true and correct copy is attached as Exhibit "20".

21. "Devil's Third Preview" by Aaron R. Brown, dated July 29, 2014, printed September 16, 2014, <http://www.nintendoworldreport.com/preview/38157/devils-third-preview>, a true and correct copy is attached as Exhibit "21".

22. "Why Itagaki brought his hyper-violent THQ shooter to Wii U as an exclusive" by Brian Crecente, dated June 24, 2014, printed September 16, 2014, <http://www.polygon.com/2014/6/24/5837796/devils-third-itagaki-interview-wii-u>, a true and correct copy is attached as Exhibit "22".

Respectfully submitted,

September 18, 2014



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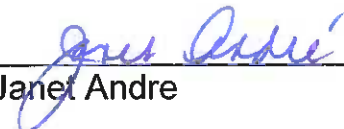
CERTIFICATE OF SERVICE

I hereby certify that this **EIGHTH NOTICE OF RELIANCE** is being filed electronically with the United States Trademark Trial and Appeal Board pursuant to 37 C.F.R. § 18.

I hereby further certify that a true and complete copy of the foregoing **EIGHTH NOTICE OF RELIANCE** has been served on Opposer, has been served on September 18, 2014, by electronic mail, to:

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Pamela D. Deitchle
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Pasadena, CA 91101-2113

Dated: September 18, 2014



Janet Andre

Exhibit "1"



FEATURE

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Tokyo Vikings: Tomonobu Itagaki and Crew Return With a New Team and Xbox 360 Game

Can the Don of DOA, the Godfather of Gaiden capture lightning in a bottle a third time?

By James Mielke

When I recently found myself with a little free time wandering the streets of Tokyo, I gave some ex-Team NINJA members a call to see what they were up to. After all, what Tomonobu Itagaki and his loyal band of producers, designers, programmers, and artists most recent project has been a mystery since the [last time](#) I interviewed him, back in July of last year. Some obvious questions were on my mind, like, "Is Itagaki working on a new game?" "Is it for Xbox 360 or has he moved on to other platforms?" "Does he have a new team, and, if so, what is it called?"

Within a couple of hours I secure both Itagaki and former Team NINJA art director, Hiroaki Matsui (together they were the creative force behind the *Dead or Alive* franchise and the current *Ninja Gaiden* revival). Matsui, who knows some English, has a fine appreciation for classic British and American heavy metal music, and (after he's had a few shots and starts singing classic rock songs at karaoke) reminds me of a Japanese Ronnie James Dio. He asks me to meet him and Itagaki at a bar near Waseda University (Itagaki's alma

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matter). Upon entering the dimly lit bar, I immediately spot Matsui, but also notice that Katsunori Ehara and Yoshifuru Okamoto (the producer on *Ninja Gaiden 2*) is second-in-command under Itagaki. Itagaki, on the other hand, is nowhere to be found. Yet, I figure he'd eventually roll in, like he usually does.

1UP: Hey, Matsui-san. Hey, guys.-Good to see you. How are you doing?

Hiroaki Matsui: Never been better.

1UP: I'm guessing you didn't stick around for the Tecmo/Koei merger.

HM: Tecmo? Tecmo was a long time ago. I actually quit last July. I wanted to get into an environment where I can really concentrate on making games I like. So we made our own company to do just that.

1UP: Then the rumors were true. How many of you are in the new company?

HM: Just counting the guys who used to be in Team NINJA, we have enough people to make an American football team. In fact we can make an entire offensive team and a defensive team. [Laughs]



1UP: Which means you have at least 22 people. I see Ehara and Okamoto are here; I assume you guys are in this new company as well?

Katsunori Ehara: Yeah, that's right. It's just like Matsui said. We already did all of the things we could do at Tecmo. Now we want to make the best game with just the best people.

Yoshifuru Okamoto: We're making a groundbreaking all-new title right now. We gathered together a team of really skilled individuals, so we're going to bring out something amazing.

1UP: Can you tell me who else from Team NINJA is in your new company now?

HM: Well, I can give you a list, but it's probably faster to just tell you that we got all of the leads and directors and such.

1UP: All of them?

HM: Well, you see Okamoto, the producer here, and Ehara and me, the directors. We got Maeda and Sasaki, the engineering leads. These guys are amazing, they put together a brand new game engine in less than a year.



1UP: Does that mean you're **ing up with a brand new title?**
WHERE GAMERS CALL HOME **My 1UP** **Points: 5**

Rank: Nooblet

KE: That's right. That's why we made an entirely new company.

HM: We also got Motosa, the animation lead. He worked with me to create the high quality and quantity of animations in Dead or Alive and Ninja Gaiden. This guy is young, but he's good.

YÔ: We're also working with Onishi, the cinematics lead.

HM: He was in charge of all of the cut-scenes in Ninja Gaiden. He's also always been my right-hand man. We also have Inamori, the audio lead, and the guys from the level design team.

1UP: So that's really almost all of the core staff behind Ninja Gaiden 2. You pulled together quite a roster:

HM: We also have a team of young but skilled engineers working in a new environment and putting together something completely new. We have the young programmer who realized Itagaki-san's new ideas on Ninja Gaiden DS, along with a whole team of other great programmers.



1UP: I take it that's what it would take to create a game engine from scratch in under a year.

HM: Same goes for animation, environmental art and character art. We really have the cream of the crop here, the best of the best. That's the philosophy behind our new company. That's why we have people from not just Tecmo, but from other places as well.

1UP: Really? Like who else?

HM: For starters, the superb art director who led the character design efforts for **Virtua Fighter 5** is also on our team. He supervised the modeling for all the characters. We also have the guy who did the modeling for Akira, Kage, and the Lucha Libre character.

1UP: That's pretty cool. How many people do you have total?

HM: Well, I just told you that we can make a football team from just the guys from Team Ninja. But if we add the other guys, let's just say we can actually play a football game.

1UP: That's like, what, 44 people or more? That's a pretty big team.

HM: We might even be able to set up a special team on top of the offense and defense. [Laughs]

WHERE GAMERS CALL HOME

My 1UP

Points: 5

Rank: Nooblet

1UP: Can you tell me the name of your new development team?

HM: We're planning on an official release sometime in the near future, but I'm going to call ourselves the "Tokyo Vikings" for now. [Laughs]

[From our left, a voice interrupts the conversation...] "Hey, sorry to be late." And finally the familiar face of Itagaki shows itself, wearing his sunglasses as usual, even at night in this dark bar.

HM: You're late, Itagaki-san!

Tomonobu Itagaki: Sorry, sorry. The photo shoot took too long.

PREV 1 2 NEXT

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[Developer Interview: Itagaki Skewers the Competition](#)

[Tecmo Responds to Itagaki Resignation](#)

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Good interview...

Posted: Nov 04, 2010 12:00AM PST by [SongOfDestruction](#)

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Posted: Oct 27, 2010 12:00AM PST by [jenniejames](#)

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smile

Posted: Mar 15, 2010 12:00AM PST by [grace676](#)

WHERE GAMERS CALL HOME

Such awesome news! Since Tecmo merged with Tecmo, we can expect to see nothing but horrible Dynasty Warrior ty... ima probably involving once great characters. I am so psyched to hear about this new dev... ur. Its awesome how Itagaki pulled a Jerry Maguire and took the whole team with him. Not just one person. HA.
<http://www.enterprise.com/china-business.html>
<http://www.computerlocals.com/computer-peripheral.html>
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dda

Posted: Mar 01, 2010 12:00AM PST by misszy

Let me tell you that [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-jeans.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-jeans.html "Abercrombie and Fitch Jeans") is jordan shoes an extremely [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-pants.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-pants.html "Abercrombie and Fitch Pants") talented artist in Irezumi [http://www.abercrombieclub.co.uk](http://www.abercrombieclub.co.uk "abercrombie and fitch") which is a style of Japanese tattoos which he learnt [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-tees.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-tees.html "Abercrombie and Fitch Tees") while he was studying in Japan. When hollister he was invited by [http://www.abercrombieclub.co.uk](http://www.abercrombieclub.co.uk "abercrombie sweaters") hollister clothing to open his own line of clothes he took [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-shorts.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-shorts.html "Abercrombie and Fitch Shorts") his [http://www.abercrombieclub.co.uk](http://www.abercrombieclub.co.uk "abercrombie") designs which were already very popular to a much larger scale [http://www.abercrombieclub.co.uk](http://www.abercrombieclub.co.uk "abercrombie outlet") and used it in his [http://www.abercrombieclub.co.uk/hollister.html](http://www.abercrombieclub.co.uk/hollister.html "hollister") whether it is great prints [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-outerwears.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-outerwears.html "Abercrombie and Fitch Outerwear") , loungewear, boxers or underwear that people spend a sizeable amount of their money on. The [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-hoodies.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-hoodies.html "Abercrombie and Fitch Hoodies") thing that makes [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-shirts.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-shirts.html "Abercrombie and Fitch Shirts") unique is their vintage designs. Because these designs never go out of style, choosing to buy these ed hardy jeans [http://www.abercrombieclub.co.uk/abercrombie-and-fitch-polos.html](http://www.abercrombieclub.co.uk/abercrombie-and-fitch-polos.html "Abercrombie and Fitch Polos") clothes is a smart decision. Other [http://www.abercrombieclub.co.uk](http://www.abercrombieclub.co.uk "abercrombie t shirts") styles in the market easily Tiffany Charms after surfing online for a whole day i finally [http://www.abercrombieclub.co.uk](http://www.abercrombieclub.co.uk "Tiffany Charms")

WHERE GAMERS <http://www.tiffanyfree.com/tiffany-charms.html> found this Tiffany Co Rank: Nootlet
<http://www.tiffanyfree.com/tiffany-bracelets.html> rel="dofollow">Tiffany Bracelet
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 and beautiful Tiffanys but i really hope i can buy Tiffany Sets father a gift Tiffany Rings especially the Tiffany Earrings and want to take him with surprise on Tiffany Necklace Father s day Tiffany Accessories My father Tiffany Pendant was born on October Tiffany Bracelets Tiffany Accessories 1961 which was also the birthday tiffany jewellery of his favourite tiffany, Tiffany jewellery sale tiffany Renee Darwish.To my father Tiffany jewelry salerenee darwish is his Tiffany uk youth silver jewellery I also know that iphone accessor he has been wanting this Snuggie for a long time Tiffany Rings I think a video game tiffany pendants will be my best choice for this day.

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Posted: Mar 01, 2010 12.00AM PST by misszy

Let me tell you that Abercrombie and Fitch Jeans is jordan shoes an extremely Abercrombie and Fitch Pants talented artist in Irezumi abercrombie and fitch which is a style of Japanese tattoos which he learnt Abercrombie and Fitch Tees

WHERE GAMERS ~~and~~ ~~in~~ ~~the~~ ~~Japs~~ ~~V~~ ~~hen~~ ~~the~~ ~~llister~~ ~~he~~ ~~was~~ ~~invited~~ ~~by~~ ~~a~~ ~~title~~ ~~=~~ ~~"abercrombie~~ Rank: Nooblet

rel="nofollow">Abercrombie and Fitch Tees while he was sweaters" href="http://www.abercrombieclub.co.uk" rel="nofollow">abercrombie sweaters hollister clothing to open his own line of clothes he took Abercrombie and Fitch Shorts his abercrombie designs which were already very popular to a much larger scale abercrombie outlet and used it in his hollister whether it is great prints Abercrombie and Fitch Outerwear , loungewear, boxers or underwear that people spend a sizeable amount of their money on. The Abercrombie and Fitch Hoodies thing that makes Abercrombie and Fitch Shirts unique is their vintage designs. Because these designs never go out of style, choosing to buy these ed hardy jeans Abercrombie and Fitch Polos clothes is a smart decision. Other abercrombie t shirts styles in the market easily Tiffany Charms after surfing online for a whole day i finally Tiffany Charms found this Tiffany Co cheap Tiffany Bracelet and beautiful Tiffanys but i really hope i can buy Tiffany Sets father a gift Tiffany Rings especially the Tiffany Earrings and want to take him with surprise on Tiffany Necklace Father s day Tiffany Accessories My father Tiffany Pendant was born on October Tiffany Bracelets Tiffany Accessories 1961 which was also the birthday tiffany jewellery of his favourite <a

WHERE GAMERS CAN FIND IT

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Rings I think a <a title="video game" href="http://www.videogame4you.com/"
rel="dofollow">video game tiffany pendants will be my
best choice for this day.

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Tecmo is DEAD!!

Posted: Jun 16, 2009 12:00AM PST by [ajtoonami83](#)

Tomonobu Itagaki is the king of game design!

It's Good to have him back in da bisnuese

[Find a reply](#)

Milkman, keep it up.

Posted: Jun 13, 2009 12:00AM PST by [Morris The Grey](#)

Nice interview man.

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Too bad...

Posted: Jun 09, 2009 12:00AM PST by [Gamarretanal](#)

I'm definitely a fan of I.T. and I'm looking forwards to seeing what he's got planned. I don't care when, I've got enough games to worry about but I really wish he would reconsider on the fighting games, I love the DOA series and with Tekken 6, stealing the limelight of 3-D fighting games, I'd love to see what I.T. could do with DOA 5.

Flag | Reply



WHO NEEDS TECMO NOW!

Posted: Jun 02, 2009 12:00AM PST by [justplainme](#)

YES! Itagaki is back! Been waiting to hear when he'd surface! Really hoped he'd get busy on a new 360 game... Let Tecmo do all they want with PS3 and Wii, I don't care, we got the man himself back with most of the core staff from NG2... This is gonna be great! :D

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Against my better judgement, I'll give Itagaki another chance.

Posted: May 31, 2009 12:00AM PST by [MachineWeapon55](#)

I'll believe it when I see it though.

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Comfortable Environment

Posted: May 30, 2009 12:00AM PST by [Qualopec](#)

Yes, I agree with [Itagaki-san](#) on comfortable work environments and specially when all the team ~~WHERE GAMERS ADDITIONAL FRIENDS~~ ~~MY OWNERS~~ create great products. In this case we get to enjoy the fruit of their labors. I always enjoy [Itagaki's-san](#) interviews, he speaks his mind, and very candid.

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Alcohol

Posted: May 30, 2009 12:00AM PST by [Eder_Paz](#)

Definitely makes interviews way more fun.

Hope this new game is as awesome as they say it is!

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Thanks

Posted: May 30, 2009 12:00AM PST by [Hummy](#)

Nicely done dude!

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this guy milkman....

Posted: May 28, 2009 12:00AM PST by [ErXz](#)

i remember a mag...game informer?? gamepro...?? where you used to write about stuff and predictions or something like that at least i think it was you. Nice to see you're doing interviews and have to say this one id really enjoy THNX!! I'll buy you a beer any time

and also its for once have personality and brake the concept we have from asian people (you know the polite kind of ppl) this was nice

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Yea, clearly hes overrated right?

Posted: May 28, 2009 12:00AM PST by [propelledfoot](#)

I guess thats why he has so many talented people following him.

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I love interviews with....

Posted: May 28, 2009 12:00AM PST by [MicroGates](#)

Itagaki. He's a straight shooter with upper management written all over him(Sorry, just finished watching Office Space). I can't wait to see what he has in store for everyone (And man would I love to go drinking with him!)

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Masta_C

Posted: May 27, 2009 12:00AM PST by [Shags](#)

This is Itagaki's attitude, take it or leave it. It seems like a very Asian take on the 'rock star' effect you see happen to a lot of North American musicians.

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Is this guy for real?

Posted: May 27, 2009 12:00AM PST by [Masta_C](#)

Itagaki sounds like a real douche bag. Is he like the Terrell Owens of Videogames or what. Late to the meet, wearing his sunglasses inside, talking about himself like he's a one man show. This guy's ego is way out of whack. I haven't played the newer Ninja Gaiden games so I am not commenting on them, just this guys blatant ass-holery.

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**@BlackdogGT**Posted: May 27, 2009 12:00AM PST by [serialman](#) Points: 6

Rank: Noobier

lol sorry, I just don't understand why people are so apeshit over Bayonetta. Well, a better phrasing is that I have my assumptions, as you just read.

Read enough news sources on 1Up and you're bound to see me calling out bullshit, because I lead such an exciting life her har.

[Flag](#) | [Reply](#)**@serialman**Posted: May 27, 2009 12:00AM PST by [BlackdogGT](#)

Where do I subscribe to your newsletter, sir?

[Flag](#) | [Reply](#)**@Phoenix03**Posted: May 27, 2009 12:00AM PST by [serialman](#)

Here are the notes I've gleaned from my extensive playthrough of Bayonetta which—as of right now—I can guarantee is just as extensive as your own:

Make the first Devil May Cry. Keep everything intact: ridiculous anime weapons with ridiculous anime physics that 7th graders will love and everyone else will roll their eyes at, give the character access to a slightly enhanced version of themselves for a limited period of time, make the characters say things that are "Tidus and Yuna laughing" cringe-worthy. As far as innovation is concerned: change the "enhanced version" from "demon" to "hair clothes," give Dante boobs, and put quick-time events in the game.

I'm not saying that Itagaki is the be-all, end-all innovation master, but I recall him saying something about DMC3 (which the guy behind Bayonetta had nothing to do with, I know): he said that the problem with the DMC games is that the enemies are dumb and aren't much of a threat if you tone down some of the damage output from their attacks, that all the cool stuff is done in cutscenes. Bayonetta looks to be exactly like that, only now the cutscenes require you to mash buttons in spots in order to complete said cutscene. Also, there are boobs. Thank you, but I have access to the internet, where I can see all the boobs I want without shelling out \$60. Heck, I imagine you can see all the uncensored pics of Dante-With-Boobs that you can handle on some of the darker websites out there right now, and the game's not even out yet!

In closing: you DO realize that Bayonetta's main hype-device and --I would go so far to say-- *selling point* is the fact that it's a chick with a gun who strips, right? So yeah, I agree entirely. There should be more to making a game than blood and boobs. Enjoy your first year of high school this fall.

[Flag](#) | [Reply](#)**Let's see...**Posted: May 27, 2009 12:00AM PST by [Exevalon](#)

What new stuff the hotshots can bring out.

[Flag](#) | [Reply](#)**Thanks!**Posted: May 27, 2009 12:00AM PST by [CTcronoboy](#)

I stayed here for the interviews you get, they are one of a kind. More journalist should strive to equal what you can produce. It'd make for better journalism.

[Flag](#) | [Reply](#)**Imagine if**Posted: May 27, 2009 12:00AM PST by [Milkman](#)

Everyone who had an opinion failed and failed hard because people-who-don't-like-people-with-opinions had their way? We'd all be unemployed. Why would you want anyone to fail at anything? That'd be like me saying "I hope you fail your final exams, so you don't get into a good school, and you suck at everything." That's just mean-spirited horrible thinking. If you think something sucks, so

be it. But get your head out of your assholes some of you.

WHERE GAMERS CALL HOME

My 1UP

Points: 5

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@obnicus

Posted: May 27, 2009 12:00AM PST by [Omega_X](#)

There's a subtlety when interviewing Japanese. It might seem softball to use since we are used to seeing hardcut questions. But saying the wrong thing could be disastrous to the interview and any other future interview with Japanese Developers.

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Respects

Posted: May 27, 2009 12:00AM PST by [JackWoltz](#)

TI u'r 4 real!

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It sounds mean but I really kinda hope...

Posted: May 27, 2009 12:00AM PST by [doubledmateo](#)

This guy fails and fails hard. I think that team Ninja will do just fine without him and I have doubts that he's really as good as he thinks he is. NG2 was not that great (hopefully team ninja iron out the rough spots for NGII:sigma) and the DQA series is not that competent of a fighter compared to some others. We'll see I suppose but this guy is such an ass.

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mmmmm....

Posted: May 27, 2009 12:00AM PST by [EriXz](#)

that itagaki guy is just a BIG ego with glasses but he has made some cool games, so if thats what is needed to make good games the this industry should be full of pricks like him. my money is where the best games are.

Flag | Reply



His team left TECMO?

Posted: May 27, 2009 12:00AM PST by [Bloodbathes](#)

Didn't TECMO claimed that Ninja Team is intact - Itagaki? O.o

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I'd love to challenge Itagaki

Posted: May 27, 2009 12:00AM PST by [EVILSBANE](#)

to a drinking contest... first round sake, 2nd round tequila.

Whiskey for the tiebreaker

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Loved the interview...

Posted: May 27, 2009 12:00AM PST by [glassesadam](#)

It seemed like a friendly, familiar conversation where we got a sense of what Itagaki and friends are up to lately without getting any *actual* details... Just background info that's interesting for fans of the developer (or people like me who aren't fans at all but like to read this stuff anyway).

And to the guy waseey below who complained about the lack of hardball questions: if you'd been around here for any time at all you would know that Milky's got a history of getting exclusives, straight answers, and big reveals from developers thanks in part to his friendly relationships with them as evidenced by interviews like this.

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Great news!!!

Posted: May 27, 2009 12:00AM PST by [lokey013](#) Points: 5

Rank: Nooblet

I'm so happy he's still wanting to make games....I really am lookin forward to see what him and his new team will bring out in the next few years ...

I really did love his games since the first Dead or Alive...

....wow totally made my morning! <3

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Well.....

Posted: May 27, 2009 12:00AM PST by [Pheonix03](#)

If its a new action game you're making; you guys better take some notes on Bayonetta when you get to E3!

Good Luck to you guys, just please remember: fanservice is fine, but games are more than just blood and breasts.

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I wonder

Posted: May 26, 2009 12:00AM PST by [GuiltyDragon](#)

Has Itagaki and Cliffy B been in the same room together yet? It would be funny to see them try and out-cool one another.

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Honestly

Posted: May 26, 2009 12:00AM PST by [TheEthers](#)

Brand new company and brand new projects is good news. Frankly I hope they can deliver something surprising, though frankly I have doubts that they will.

The interview was also a nice little slice of life and good tidbits of info... Nice!

[Flag](#) | [Reply](#)



Go Itagaki

Posted: May 26, 2009 12:00AM PST by [sang001](#)

I'm glad your back in the game and I'm glad you have a great loyal team. I wish all of Team Ninja left with you, but oh well. You have who you need so it's all good. But seriously...No more fighting games?! Sorry, but don't leave fighting games. No one seems to know how to follow a great example. Everyone is lazy and doesn't know how to add a big roster with multiple alternate costumes and content. Please reconsider...

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Can't wait

Posted: May 26, 2009 12:00AM PST by [barbasol](#)

Looking forward to whatever Itagaki produces next.

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great interview

Posted: May 26, 2009 12:00AM PST by [papaJason5](#)

I'm really excited to see what Itagaki has up his sleeve. I am a huge fan of the Ninja Gaiden franchise so I hope it's something along those lines but fresh as well

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Great interview Mielke

Posted: May 26, 2009 12:00AM PST by [mcrproductions](#)

I love that most of your content still revolves around Japan still, it makes me think of that last great
 .WHERE GAMERS BELONG... My 1UP Points: 5 Rank: Nooblet

Love to hear more about Itagaki. I really hope their next game is really good, because I never really got into DOA and the Gaiden series was a bit too hardcore for me...

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Whinavee

Posted: May 26, 2009 12:00AM PST by [Milkman](#)

Maybe it's just because the other guys stopped talking? Thank you for taking the time to spell my name correctly, though.

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It's official TI is pissed and his next game is

Posted: May 26, 2009 12:00AM PST by [mjrgamer](#)

.....a Dynasty Warriors killer.. Stay Tuned. :)

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Itagaki...

Posted: May 26, 2009 12:00AM PST by [Cyberxion01](#)

...is the epitome of cool. I'm not even a huge fan of his games, but I dig the guy's style. Dave Jaffe could learn a thing or two from this guy.

@ Milkman

Look at his 1up user-page. The dude has been here a short time and has all of five posts under his belt. He's hardly a member whose opinion you ought to give half a squirt of piss about. In fact if oboncus didn't just crawl out from under a rock and post that just to rile you up, then I'll eat my own dick. Don't legitimize the troll by responding to it dude.

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Ok let me get this straight...

Posted: May 26, 2009 12:00AM PST by [NightAntilli](#)

You guys are Pro at making fight games..

You guys have new members that are also Pro at making Virtua Fighter 5 AKA fighting games..

Then you're gonna tell me you can do nothing for fight games? That does not seem uhm.. How should i put it.? LOGICAL????

They did start talking about a football team.. Please don't make sports games.. That would ruin everything.. And what about the name? O.o Tokyo Vikings? Rilllight.. That is an actual Soccer Team... God i hope they don't make a soccer game.. Unless they add swords and boobies and fighting in it..

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This guy is WAAAAAY overrated

Posted: May 26, 2009 12:00AM PST by [buruzn09](#)

There's nothing else to say

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thanks Milkman

Posted: May 26, 2009 12:00AM PST by [Vangerdahast](#)

what I would have given to walk into that bar and chill patiently listening to some real cowboys hint

at their next heist.

WHERE GAMERS TALK MONIE Rat mar Itagaki's Critics are just ~~stupid~~ who don't understand why it is good to give credit when it is due and to hope for that same unblemished genius to come back with new inspiration, as far as infusing gaming with unique passion and delivery that frames meticulous, creative, technical, and Barney type AWESOME borders to hang on the wall. Rank: Nooblet

Whatever this next game is, it will be a day one purchase that I have zero worries of regretting. Thanks for the story Milk, I know you are one of a handful (if anyone else at all) who could have scored this interview.

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I don't like the style Milkman

Posted: May 26, 2009 12:00AM PST by [ColonelForbin](#)

This reads like the beginning of a porn movie.

Maybe I'm a bit strange that way.

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I come here for the girls

Posted: May 26, 2009 12:00AM PST by [Milkman](#)

But I stay for the free buffet.

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good to hear from itagaki again...

Posted: May 26, 2009 12:00AM PST by [demonknightluuyasha](#)

And awesome to hear his new company isn't working on another fighting game. I'm also impressed that rather than be like "Fuck Tecmo, fuck Hayashi, and fuck all the Team Ninja guys that stayed" he was more level headed about it. I'm curious to see what that team is able to do given the opportunity. I'm also glad to hear that he's trying to be more flexible about platforms. I'm all for 3rd party developers being multiplatform.

I love these more intimate and casual types of interviews you do, keep'em coming :)

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Back in the driving seat

Posted: May 26, 2009 12:00AM PST by [Zeouterlimits](#)

Very nice to hear from Itagaki again, things had been too quiet.

Milke, your interviews with Itagaki are fantastic. That old 1up Show one with Itagaki, you, Shane and Mark (I think) was fantastic, one of my 1up highlights.

Keep it up.

Although his remark about never rushing a game ringed a little hollow with me regarding Ninja Gaiden 2. It really could have used another 2 or 3 months of polish.

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Now That's What I Want To See

Posted: May 26, 2009 12:00AM PST by [farscape_21](#)

1UP exclusives. Sweet! Milky, you never fail to impress. I know we didn't get a lot of hard facts about the game, but it is still a great interview because: Itagaki hardly talks at all to anyone so just getting the time is impressive, we know the team is fairly large and filled with quality veteran staff, they are going to show SOMETHING at next E3 even if it's only some photos and finally, if you happen to see Itagaki at a conference and go to chat for a few seconds he isn't going to set a bodyguard after you.

Plus, Milky's amiable relationship with the developers in this interview may let him in to see some early info on the game when it's more complete. Can't wait to see what they're doing, and I'm somewhat relieved that they flatly stated they won't be doing a fighting game.

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**Nice**Posted: May 26, 2009 12:00AM PST by [cescombobreaker](#)

My 1UP

Points: 5

Rank: Nooblet

I enjoyed the interview. Good stuff.

[Flag](#) | [Reply](#)**Sounds Good**Posted: May 26, 2009 12:00AM PST by [srsolidzombie](#)

I Cant Wait To See What Type Of Game It Will Be

[Flag](#) | [Reply](#)**Awesome news!**Posted: May 26, 2009 12:00AM PST by [FIG](#)

Such awesome news! Since Tecmo merged with Tecmo, we can expect to see nothing but horrible Dynasty Warrior type games probably involving once great characters. I am so psyched to hear about this new developer. Its awesome how Itagaki pulled a Jerry Maguire and took the whole team with him. Not just one person. HA!

[Flag](#) | [Reply](#)**Hmm**Posted: May 26, 2009 12:00AM PST by [senote](#)

I haven't been to Japan but I have to admit that in all the media that comes out of their, movies, anime, manga, they always come across as being creepy when it comes to sex, after all they did invent tentacle porn ;)

As for the questions, the guy isn't interviewing the president or some big city banker, he's interviewing a group of developers about a game they want to announce but don't want to details. He could go in, be a jerk and ask "so what's the game called, what's it about and is it going to suck ass?" but then they'd never give another interview to that guy and word would get round affecting the reputation of 1up. It's quite clear from what's written this is just their way of telling us they are still around and working on something, yes its pointless but so was that first MW2 teaser trailer, that's life.

[Flag](#) | [Reply](#)**Yup**Posted: May 26, 2009 12:00AM PST by [Milkman](#)

Because you can always get a developer to reveal carefully-timed corporate secrets in which multiple parties are involved by saying "C'mon, man!" I'm looking forward to reading your interview though! Also, there's nothing that says every interview has to be Frost/Nixon. A conversation is a conversation, but next time I'll put in "you fucking asshole!" just to stir things up. That's editorial power right there, anonymous guy! I love readers who want me to put developers on trial, for no other reason than to just give them a hard time.

[Flag](#) | [Reply](#)**one thing this game will probably have**Posted: May 26, 2009 12:00AM PST by [abercrombieco2](#)

is big bouncing fake breasts , don't get me wrong i'm all for it , but coming from this guy it seems pretty creepy. he may be smart at making games , but he comes off as some one who is the creepiest guy you've ever met , like the guy in grandma boy.

[Flag](#) | [Reply](#)**Guess this is a Mielke interview**Posted: May 26, 2009 12:00AM PST by [obonicus](#)

Nice softball questions. We're minimally more informed than we were before this was published.

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WHERE GAMERS CALL HOME

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Tokyo Vikings studio forms with Team Ninja veterans

Games By **Matthew Humphries** May. 29, 2009 12:15 pm

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In June last year the situation at Japanese developer Tecmo went a bit sour. Tomonobu Itagaki, the head of Team Ninja and the man behind the *Ninja Gaiden* and *Dead or Alive* franchises, left the company pursuing \$1.4 million in damages. There was further unrest when the entire Tecmo staff (300) sued the company over lack of overtime payments.

One year on and things seem to have settled down at the company, but Itagaki has been very quiet focusing on photography projects and scale modeling rather than games. But during an interview with 1UP.com he has announced he is back developing games. His studio carries the temporary name of Tokyo Vikings and brings together several former Team Ninja members.



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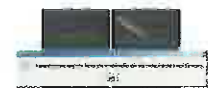
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Although no projects have been announced or detailed Itagaki has all but confirmed what they are working on is not a fighting game. When asked whether it was Itagaki said:

It'd be more fun if we made something new, right?

Game designer Katsunori Ehara who was also present for the interview added:

Yeah, we did all what we can do for a fighting game. We have no more reasons to make another fighting game.

So there you have it. Team Ninja seems to be back with a new company and a new game that isn't in the fighting genre. Hopefully it won't be too long before we find out what it is.

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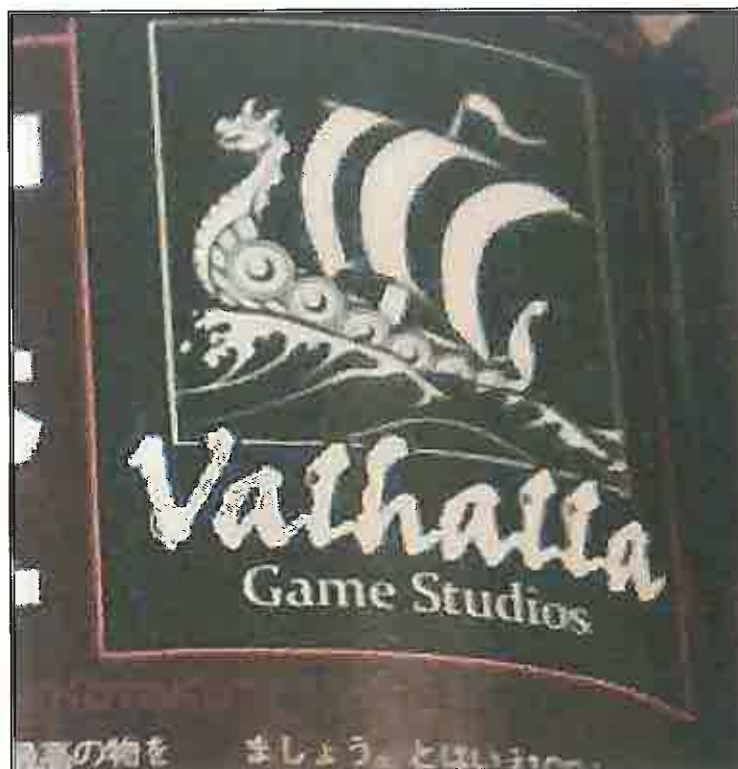
The Tokyo Vikings have moved up to Valhalla

Posted Mar 3, 2010 at 12:06PM EST by [Glenn M.](#)

Listed in: [PSP](#), [PS3](#), [Xbox 360](#) Tags: [Tomonobu Itagaki](#), [valhalla game studios](#)
10 JUMPS

Tomonobu Itagaki's legal proceedings against Tecmo [have now been settled](#), so time's ripe for the former Team Ninja boss to get to work on his next project.

Actually, he's had something going on since May, when he revealed to James Mielke that he and his fellow ex-Team Ninja members have [put up their own studio](#), casually calling themselves the Tokyo Vikings. It seems that the vikings have gone up another level - they will now be officially known as Valhalla [Game](#) Studios. That's not to be confused with the Australia-based Valhalla Studios, which is also in game development.



Itagaki made the confirmation through an interview with Famitsu, where he also talks about his future plans...sort of. "I won't say where we are right now," he told the Japanese gaming mag. "But it will be something that people have never seen before."

An interesting new studio name, in a cross-cultural sort of way. Fallen team of ninjas went up to Valhalla to continue doing what they do best. By "best", it might mean more ~~bees~~ video [games](#).

[via [Kotaku](#)]

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What!? — GUNBEHINDTHESUN 2010-03-04 01:05

... it's a little bit of a...

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[Sitemap](#)**Newest Downloads**

07/14/2014 - 09/16/2014

| | |
|--|------------|
| GameSonic Manager v3.08 [SingStar Replacement]: Replace Your SingStar Icon | 07/17/2014 |
| PSNpatch v4.55.06: Updated Spoof To Get Online | 07/17/2014 |
| PKG Installer Mod For 4.55 DEX CFWs | 07/17/2014 |
| OPL Manager V12: More Languages, New CFG Editor | 07/17/2014 |
| Bruteforce Save Data v4.6.4: New Hash-Check Algorithms | 07/16/2014 |
| Eboot Hacker v2.0.0: Build Cheats Into Games With A New GUI | 07/15/2014 |
| CFW Setup V4: Spoof 4.50/4.55 DEX To 4.60 | 07/15/2014 |
| GameSonic Manager v3.08: JB-Format Fixes, More Patches | 07/15/2014 |
| webMAN v1.30 Vanilla And 1.30.7U Mods: The Latest In webMAN | 07/14/2014 |
| Showtime 04.07.095 For multiMAN: An Integrated Media Player | 07/14/2014 |
| Hishamage 4.60 Resigner: Resign PKGs For 4.60 | 07/14/2014 |
| Nibbler v1.1: A Classic Snake-Like Portable Homebrew | 07/11/2014 |
| Nifty Lifty v1.4: Steal Fruit, Don't Get Caught | 07/11/2014 |
| IRISMAN v3.12: Anti-ODE Patches, New Mamba Payloads | 07/10/2014 |
| PS3 Get CFW Symbols v1.4.1: Port Your PS3 Apps The Easy Way | 07/10/2014 |

Top Jumps this Month

| | |
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| Custom Firmware PRO-.. | (18) |
| Wii homebrew - WAD M.. | (17) |
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| PlayStation Eye driv.. | (12) |
| PSP Comics Reader v2.. | (11) |
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| PSP homebrew - PMPla.. | (8) |

[PSP homebrew -](#)

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| PSP.. | (7) |
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| The God of War Colle.. | (4) |
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| Rock out with Gunnar.. | (4) |
| GTA Online is Having.. | (4) |

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Exhibit "4"

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RECOMMENDED BY [BRIAN ASHCRAFT \(HTTP://BRIANASHCRAFT.KINJA.COM/\)](http://brianashcraft.kinja.com/)

[Nintendo Is Sorry for Accidentally Banning *Smash Bros.* Players \(http://kotaku.com/nintendo-is-sorry-for-accidentally-banning-smash-bros-1634791755\)](http://kotaku.com/nintendo-is-sorry-for-accidentally-banning-smash-bros-1634791755)

[Princess Peach's Underwear Is Protected from Your Gaze \(http://kotaku.com/princess-peachs-underwear-is-protected-from-your-gaze-1634782027\)](http://kotaku.com/princess-peachs-underwear-is-protected-from-your-gaze-1634782027)

[The Most Hardcore Xbox One Customer in South Korea \(http://kotaku.com/the-most-hardcore-xbox-one-customer-in-south-korea-1634773099\)](http://kotaku.com/the-most-hardcore-xbox-one-customer-in-south-korea-1634773099)

[Japanese Newspaper Admits Fabricating a Nintendo Interview \(http://kotaku.com/japanese-newspaper-admits-fabricating-a-nintendo-interv-1634771740\)](http://kotaku.com/japanese-newspaper-admits-fabricating-a-nintendo-interv-1634771740)

[Super *Smash Bros.* Is Wrecking Some People's 3DS Handhelds \(http://kotaku.com/super-smash-bros-is-wrecking-some-peoples-3ds-handheld-1634549128\)](http://kotaku.com/super-smash-bros-is-wrecking-some-peoples-3ds-handheld-1634549128)

[Virtual Reality Roller Coaster Lets You Ride the Internet \(http://kotaku.com/virtual-reality-roller-coaster-lets-you-ride-the-intern-1633909632\)](http://kotaku.com/virtual-reality-roller-coaster-lets-you-ride-the-intern-1633909632)

[People Say This *Sailor Moon* Wallet Looks Like a Vagina \(http://kotaku.com/people-say-this-sailor-moon-wallet-looks-like-a-vagina-1633897232\)](http://kotaku.com/people-say-this-sailor-moon-wallet-looks-like-a-vagina-1633897232)

[Porn Star Accidentally Ends Up on Math Book Cover \(http://kotaku.com/porn-star-accidentally-ends-up-on-math-book-cover-1633888788\)](http://kotaku.com/porn-star-accidentally-ends-up-on-math-book-cover-1633888788)

[Oh Hey, It's Just a Super Nintendo Sitting on Mt. Fuji \(http://kotaku.com/oh-hey-its-just-a-super-nintendo-sitting-on-mt-fuji-1633887474\)](http://kotaku.com/oh-hey-its-just-a-super-nintendo-sitting-on-mt-fuji-1633887474)

[Shigeru Miyamoto Is Making an Animated Movie \(http://kotaku.com/shigeru-miyamoto-is-making-an-animated-movie-1633397643\)](http://kotaku.com/shigeru-miyamoto-is-making-an-animated-movie-1633397643)

[Oh Goodness, "Ramen Donuts" Exist in Japan \(http://kotaku.com/oh-goodness-ramen-donuts-exist-in-japan-1633390582\)](http://kotaku.com/oh-goodness-ramen-donuts-exist-in-japan-1633390582)

[Japanese Porn Needs More Male Porn Stars. Apparently. \(http://kotaku.com/japanese-porn-needs-more-male-porn-stars-apparently-1633382552\)](http://kotaku.com/japanese-porn-needs-more-male-porn-stars-apparently-1633382552)

[No, I Really Don't Want Blue Slime Curry \(http://kotaku.com/no-i-really-dont-want-blue-slime-curry-1633380156\)](http://kotaku.com/no-i-really-dont-want-blue-slime-curry-1633380156)

[Well, This Is an Elaborate Way to Press "Enter" \(http://kotaku.com/well-this-is-an-elaborate-way-to-press-enter-1633380156\)](http://kotaku.com/well-this-is-an-elaborate-way-to-press-enter-1633380156)

Paul McCartney's *Destiny* Theme Song Is Pretty Silly (<http://kotaku.com/paul-mccartneys-destiny-theme-song-is-pretty-silly-1633107398>)

What Would a Dreamcast be Like in 2014? (<http://kotaku.com/what-would-a-dreamcast-be-like-in-2014-1632894127>)

Ferrari CEO Quits In A Huff. Says Company Is Now 'American' (<http://jalopnik.com/ferrari-chairman-luca-di-montezemolo-resigns-replaced-1632879452>)

Sega Is Making a Sandbox Game with Actual Sand (<http://kotaku.com/sega-is-making-a-sandbox-game-with-actual-sand-1632887044>)

In Japan, Burger King Has a Black Cheese Burger (<http://kotaku.com/in-japan-burger-king-has-a-black-cheese-burger-1632883542>)

Chinese Subway Is Accidentally Calling People "Goons" (<http://kotaku.com/chinese-subway-is-accidentally-calling-people-goons-1632879817>)



(/)

Ex-Team Ninja Boss Has A New Studio With A New Name (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name>)



Brian Ashcraft (<http://brianashcraft.kinja.com>)

12,124 🔥 ⭐

Filed to: [TOMONOBU ITAGAKI \(/TAG/TOMONOBU-ITAGAKI\)](#) 3/03/10 8:00am (<http://kota>)

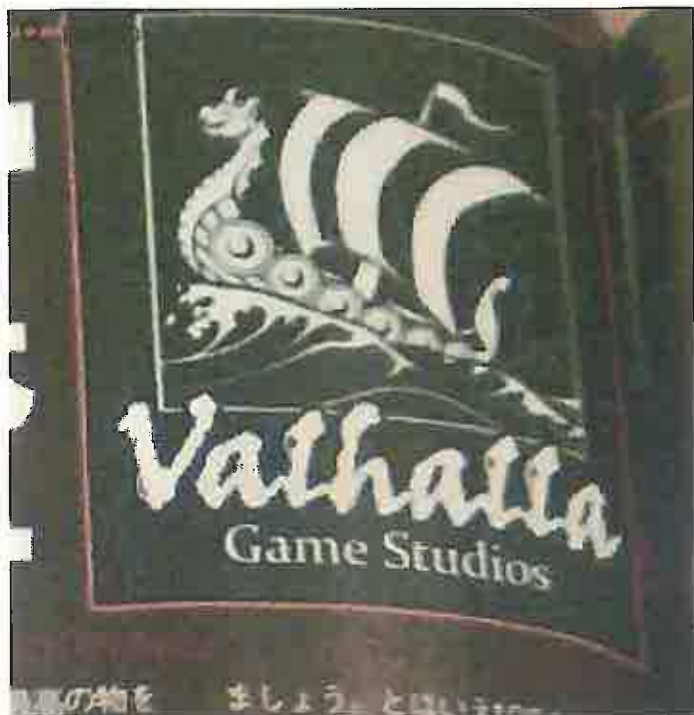
(<http://brianashcraft.kinja.com>)



Dead or Alive developer Tomonobu Itagaki left Tecmo over unpaid wages and started up a new studio. It was originally thought to be called "[Tokyo Vikings](http://kotaku.com/tag/tokyo-vikings/)". It's not.

The new studio is called "Valhalla" as in Norse mythology. Valhalla (<http://www.pantheon.org/articles/v/valhalla.html>) is an enormous hall with over five hundred doors and outfitted with spears in the rafters. It is known as the Hall of the Slain because it is where half of the heroes who have died on the battlefield are brought.

Currently, the Valhalla studio staff is about 50 strong, and there are plans to increase that number slightly. What is Valhalla working on?



"I won't say where we are right now," Itagaki told game mag Famitsu. "But it will be something that people have never seen before." Tomonobu Itagaki is the studio's Chief Technical Officer.

"Valhalla" is a much better name than "Tokyo Vikings", which sounds like a sports team of some sorts. It's such a good name that there is already an Australia-based game development company called Valhalla Studios (<http://www.conclavecreations.com/valhalla/>). The game was established in 2007, well before Itagaki's Valhalla outfit, and specializes in Xbox 360 and PC games.

[Pic (http://upload.wikimedia.org/wikipedia/commons/e/e2/Walhalla_by_Emil_Doepler.jpg)]



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[Reply](#)

Brian Ashcraft's Discussions (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name>)

All replies (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name/all>)

The following replies are approved. To see additional replies that are pending approval, click Show Pending. Warning: These may contain graphic material.

SHOW PENDING

3/03/10 8:17am

pandafresh started this thread



pandafresh (<http://pandafresh7.kinja.com>) ▶ Brian Ashcraft

3/03/10 8:17am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comme>

<http://pandafresh7.kinja.com>)

Tokyo Vikings was better a name, but i don't care. Never liked these dudes games and never liked the dude, total faker. You can look up a video he did back in the PS1 one days were he goes by Tom Itagaki and he's clean cut as anyother dude.

★ [Reply](#)



VincentGrey (<http://vincentgrey-old.kinja.com>) ▶ pandafresh

3/03/10 8:30am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?coi>

<http://vincentgrey-old.kinja.com>)

@pandafresh: hahaha, what? Are you serious?

★ [Reply](#)



Ponder Rosa (<http://ponderrosa.kinja.com>) ▶ VincentGrey

3/03/10 9:17am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comme>

<http://ponderrosa.kinja.com>)

@VincentGrey: Yeah, he looks like a nerd. A neeeeerd. With short hair.

And a look of a lack of self confidence.

★ [Reply](#)



sanman7890 (<http://sanman7890-old.kinja.com>) ▶ pandafresh

3/03/10 9:25am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?c>

<http://sanman7890-old.kinja.com>)

@pandafresh: You're shitting me.

And I <3 TI and The guys from TM who made Ninja Gaiden. Best action games ever.

Plus he's a rockstar, what's not to love?

 [Reply](#)**fearing** (<http://fearing.kinja.com>) ▶ pandafresh3/03/10 9:41am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment=2>)<http://fearing.kinja.com>

@pandafresh:

Wow his hair grew and he's changed his style of dress since 19 years ago? Shocking. And people were shortening the name Tomonobu, hard to believe.

 [Reply](#)

[Show more replies in this thread \(http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043702#comments\)](http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043702#comments)

3/03/10 9:38am

fearing started this thread

**fearing** (<http://fearing.kinja.com>) ▶ Brian Ashcraft3/03/10 9:38am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=2>)<http://fearing.kinja.com>

" Valhalla is an enormous hall with over five hundred doors and outfitted with spears in the rafters."

Wow, that seems like a lot of space for a game dev studio with only 50 employees. Nice decorations though.

 [Reply](#)**WFROSE** (<http://wfrose.kinja.com>) ▶ fearing3/03/10 11:11am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment=2>)<http://wfrose.kinja.com>

@fearing: The only way you can get hired there is to die in dealing out bloodlust and violence, quite the vetting process.

 [Reply](#)**fearing** (<http://fearing.kinja.com>) ▶ WFROSE3/03/10 3:07pm (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment=2>)<http://fearing.kinja.com>

@WFROSE: Yeah, I could see Itagaki putting that into the job requirements.

 [Reply](#)

3/03/10 9:03am

Pretty Pink Pwnie started this thread



Pretty Pink Pwnie (<http://pretty-pink-pwnie-old.kinja.com>) ▸ Brian Ashcraft

3/03/10 9:03am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name>)

(<http://pretty-pink-pwnie-old.kinja.com>)

I smell low quality small budget games coming from Valhalla Jap studio.



Reply



Madeira (<http://madeira-old.kinja.com>) ▸ Pretty Pink Pwnie

3/03/10 9:17am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment=>)

(<http://madeira-old.kinja.com>)

@**Pretty Pink Pwnie**: It's been pretty bad lately, but this is so lame it almost makes the comment section not even worth it.

Step your game up, commenters.



Reply



Nexus6 (<http://nexus6.kinja.com>) ▸ Pretty Pink Pwnie

3/03/10 9:30am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment=>)

(<http://nexus6.kinja.com>)

@**Pretty Pink Pwnie**: I smell you have no idea what your talking about.



Reply



Synthos (<http://synthos-old.kinja.com>) ▸ Pretty Pink Pwnie

3/03/10 10:53am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment=>)

(<http://synthos-old.kinja.com>)

@**Pretty Pink Pwnie**: Did you just attribute one of the best Japanese game developers to a low budget game?

If you're going to explain yourself, now is the time. Otherwise I'll take it that you've realized that you were completely and utterly wrong.



Reply



Jilkon (<http://jilkon.kinja.com>) ▸ Pretty Pink Pwnie

3/03/10 11:09am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment=>)

(<http://jilkon.kinja.com>)

@**Pretty Pink Pwnie**: I don't really see what part of 50 people, Itagaki and Valhalla makes you smell low quality? Maybe it's just your smell?

Honestly though, I hope they make something cool and challenging.



Reply

3/03/10 8:07am

kitsuneconundrum started this thread

**kitsuneconundrum** (<http://kitsuneconundrum-old.kinja.com>) » Brian Ashcraft3/03/10 8:07am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-nar>)(<http://kitsuneconundrum-old.kinja.com>)

is this the first time valhalla has been used as a studio name? i cant believe that its been left alone till now.

[Reply](#)**jboze84** (<http://jboze84-old.kinja.com>) » kitsuneconundrum3/03/10 8:08am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comm>)(<http://jboze84-old.kinja.com>)

@[kitsuneconundrum](#): Read the damn article.

[Reply](#)**dnadns** (<http://kotakudan.kinja.com>) » kitsuneconundrum3/03/10 8:08am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comm>)(<http://kotakudan.kinja.com>)

@[kitsuneconundrum](#):

...

It's such a good name that there is already an Australia-based game development company called Valhalla Studios.

...

Reading, it can save lives!

[Reply](#)**CLanceMcP** (<http://clancemcp.kinja.com>) » dnadns3/03/10 8:11am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?commen>)(<http://clancemcp.kinja.com>)

@[dnadns](#): ...and cure diabetes...

edit: sorry, wasn't meant to be malicious at all, just my very slighty drunk mind thinking it would be funny...sorry if it offended anyone.

[Reply](#)

<http://neroangelo2.kinja.com>**Nero Angelo** (<http://neroangelo2.kinja.com>) ▸ **chad**3/03/10 8:11am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043615#comments>)[Reply](#)

Show more replies in this thread (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043529#comments>)

3/03/10 11:01am

Rachel Fogg started this thread

**Rachel Fogg** (<http://rachelfogg.kinja.com>) ▸ Brian Ashcraft3/03/10 11:01am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043529#comments>)<http://rachelfogg.kinja.com>

I liked Tokyo Vikings! It had a nice ring to it and sounded crazy enough to come from Itagaki.

But Valhalla? I mean an eternal hall of unruly men fighting, drinking, screwin until the Ragnarok? I mean that's badass! But...:shrugs: It's kinda how I felt when Clover went to Seeds to Platinum Games? WTF?

Ah well, Itagaki, good luck to you and this new studio...you have fans on the PS3 that would LOVE some new games from you.

....please....:wibble:

[Reply](#)

3/03/10 8:04am

Save me started this thread

**Save me** (<http://save-me-old.kinja.com>) ▸ Brian Ashcraft3/03/10 8:04am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043529#comments>)<http://save-me-old.kinja.com>

Hey, if Varharra produces the same quality of games as Team Ninja did (including Doax) and released them on the PS3, I'd buy them.

[Reply](#)**sanman7890** (<http://sanman7890-old.kinja.com>) ▸ Save me3/03/10 8:11am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043529#comments>)<http://sanman7890-old.kinja.com>@**Save me**: I won't, because I only have a 360. :([Reply](#)

**-MasterDex- (<http://masterdex-old.kinja.com>)** ▶ Save me3/03/10 8:12am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?cor>(<http://masterdex-old.kinja.com>)

@**Save me**: Seconded. I love Itagaki games. They're pure candy to those of us that want a challenge in our games these days.

★ [Reply](#)**CalderMedusa (<http://caldermedusa-old.kinja.com>)** ▶ Save me3/03/10 8:17am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?c>(<http://caldermedusa-old.kinja.com>)

@**Save me**: I second the motion that the studio should be called Varharra.

★ [Reply](#)**xxXX Insanities Birth XXxx (<http://xxxxinsanitiesbirthxxxx-old.kinja.com>)** ▶ Save ...3/03/10 8:18am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new>(<http://xxxxinsanitiesbirthxxxx-old.kinja.com>)

@**Save me**: good graphics, gameplay and animation tends to keep me happy with his games. If he's still mad at Sony look at it being 360 exclusives.

★ [Reply](#)

[Show more replies in this thread \(http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043486#comments\)](http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment=20043486#comments)

3/03/10 10:16am

Rich8606 started this thread

**Rich8606 (<http://rich8606.kinja.com>)** ▶ Brian Ashcraft3/03/10 10:16am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comment>(<http://rich8606.kinja.com>)

"Valhalla" is a much better name than "Tokyo Vikings", which sounds like a sports team of some sorts.

It's precisely because Tokyo Vikings sounds like a sports team, it's better than Valhalla!!! What the hell is wrong with you!

★ [Reply](#)

3/03/10 2:34pm

Alex_Mexico started this thread

**Alex_Mexico (http://alex_mexico.kinja.com)** ▶ Brian Ashcraft3/03/10 2:34pm (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comm>(http://alex_mexico.kinja.com)

I'll bet my bottom dollar they are NOT working on a PS3 title. Exclusive or otherwise.

★ [Reply](#)**Victor Rodriguez** (<http://victorrodriguez.kinja.com>) » Alex_Mexico3/03/10 4:37pm (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?con>)(<http://victorrodriguez.kinja.com>)

@**Alex_Mexico**: Itagaki-san has made his gripes with working on PS3 tech very public, so it's very unlikely that they'd want to do that. you might be right about that.

★ [Reply](#)**Jon Crofts** (<http://joncrofts.kinja.com>) » Alex_Mexico3/03/10 7:36pm (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comment->)(<http://joncrofts.kinja.com>)

@**Alex_Mexico**: I'm willing to bet all my dollars that their next game will be another Nina Gaiden clone.

★ [Reply](#)**hitoryu** (<http://hitoryu-old.kinja.com>) » Alex_Mexico3/03/10 11:37pm (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-name?comme>)(<http://hitoryu-old.kinja.com>)

@**Alex_Mexico**: =D

★ [Reply](#)

3/03/10 8:11am

NeroAngelo started this thread

**NeroAngelo** (<http://neroangelo2.kinja.com>) » Brian Ashcraft3/03/10 8:11am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comme>)(<http://neroangelo2.kinja.com>)

yo Bash :

"The game was established in 2007,"

you mean "Studio" or "Company" right ? hehe

★ [Reply](#)**Showmeyomoves!** (<http://showmeyomoves--old.kinja.com>) » NeroAngelo3/03/10 9:43am (<http://kotaku.com/5484507/ex+team-ninja-boss-has-a-new-studio-with-a-new-nar>)(<http://showmeyomoves--old.kinja.com>)

@**黒天使**: Yeah, that confused me too for a minute.

★ [Reply](#)

4/06/10 11:48am

photon arbiter started this thread

**photon arbiter** (<http://photonarbiter.kinja.com>) ▸ Brian Ashcraft4/06/10 11:48am (<http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name?comr>)(<http://photonarbiter.kinja.com>)

LMAO at the old spice ad....^^

and its awesome that itagi will still make xbox games. he pwns

Reply

[View Popular Discussion \(http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name\)](http://kotaku.com/5484507/ex-team-ninja-boss-has-a-new-studio-with-a-new-name)[About \(/about\)](#) [Help \(http://help.gawker.com/\)](http://help.gawker.com/) [Terms of Use \(http://legal.kinja.com/kinja-terms-of-use-90161644\)](http://legal.kinja.com/kinja-terms-of-use-90161644)[Privacy \(http://legal.kinja.com/privacy-policy-90190742\)](http://legal.kinja.com/privacy-policy-90190742) [Advertising \(http://advertising.gawker.com/\)](http://advertising.gawker.com/)[Permissions \(http://advertising.gawker.com/about/index.php#contact\)](http://advertising.gawker.com/about/index.php#contact)[Content Guidelines \(http://legal.kinja.com/content-guidelines-90185358\)](http://legal.kinja.com/content-guidelines-90185358) [RSS \(http://feeds.gawker.com/kotaku/full\)](http://feeds.gawker.com/kotaku/full)[Jobs \(http://grnh.se/2ctqpi\)](http://grnh.se/2ctqpi)

Exhibit "5"

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RECOMMENDED BY [MICHAEL MCWHERTOR \(http://MICHAEL-MCWHERTOR-OLD.KINJA.COM/\)](http://MICHAEL-MCWHERTOR-OLD.KINJA.COM/)

[Parachute Fights, Naked Henchmen and Getting 'Whored,' All in the First...](http://kotaku.com/5851160/parachute-fights-naked-henchmen-and-getting-whored-with-saints-row-the-third)

[\(http://kotaku.com/5851160/parachute-fights-naked-henchmen-and-getting-whored-with-saints-row-the-third\)](http://kotaku.com/5851160/parachute-fights-naked-henchmen-and-getting-whored-with-saints-row-the-third)

[Saints Row: The Third Screen Shots \(http://kotaku.com/5851158/saints-row-the-third-screen-shots/\)](http://kotaku.com/5851158/saints-row-the-third-screen-shots/)

[Seaward and Onward \(http://kotaku.com/5850079/seaward-and-onward\)](http://kotaku.com/5850079/seaward-and-onward)

[EA: Hey, If Herman Cain Gets Elected, Don't Blame His Tax Plan on ... \(http://kotaku.com/5850042/ea-hey-if-herman-cain-gets-elected-dont-blame-his-tax-plan-on-simcity\)](http://kotaku.com/5850042/ea-hey-if-herman-cain-gets-elected-dont-blame-his-tax-plan-on-simcity)

[A Look At the Official, Comprehensive, 385-Page *Dark Souls* Strategy... \(http://kotaku.com/5847748/a-look-at-the-official-comprehensive-385-page-dark-souls-strategy-guide\)](http://kotaku.com/5847748/a-look-at-the-official-comprehensive-385-page-dark-souls-strategy-guide)

[Goodbye, Kotaku, and Thanks for Everything \(http://kotaku.com/5849974/goodbye-kotaku-and-thanks-for-everything\)](http://kotaku.com/5849974/goodbye-kotaku-and-thanks-for-everything)

[What Are You Playing This Weekend? \(http://kotaku.com/5849931/what-are-you-playing-this-weekend\)](http://kotaku.com/5849931/what-are-you-playing-this-weekend)

[A Good Day to Die Hard \(http://kotaku.com/5849685/a-good-day-to-die-hard\)](http://kotaku.com/5849685/a-good-day-to-die-hard)

[Valve Celebrates Mann Co. Birthday & \\$2 Million in *Team Fortress 2* Item... \(http://kotaku.com/5849625/valve-celebrates-mann-co-birthday-2-million-in-team-fortress-2-item-sales-with-a-mann-sized-update\)](http://kotaku.com/5849625/valve-celebrates-mann-co-birthday-2-million-in-team-fortress-2-item-sales-with-a-mann-sized-update)

[/soccer-and-48-pop-](#)

[First Look at *Battlefield 3*'s Newest, Biggest and Scariest Multiplayer... \(http://kotaku.com/5849621/first-look-at-battlefield-3s-newest-biggest-and-scariest-multiplayer-maps/\)](http://kotaku.com/5849621/first-look-at-battlefield-3s-newest-biggest-and-scariest-multiplayer-maps/)

[Batman: Arkham City's Single-player Catwoman Content Demands Buying New...](http://kotaku.com/5849594/batman-arkham-citys-single-player-catwoman-content-demands-buying-new...)

[\(http://kotaku.com/5849594/batman-arkham-citys-single-player-catwoman-content-demands-buying-new...\)](http://kotaku.com/5849594/batman-arkham-citys-single-player-catwoman-content-demands-buying-new...)

[Daytona USA rolls out of our childhood memories onto Xbox Live,... \(http://jalopnik.com/5849448/daytona-usa-rolls-out-of-our-childhood-memories-onto-xbox-live-playstation-network\)](http://jalopnik.com/5849448/daytona-usa-rolls-out-of-our-childhood-memories-onto-xbox-live-playstation-network)

[Walk of Fame \(http://kotaku.com/5849320/walk-of-fame\)](http://kotaku.com/5849320/walk-of-fame)

[The Week In Dangerous Games: He's Worn Banana Hammocks, Ya Know \(http://kotaku.com/5849282/the-week-in-dangerous-games-hes-worn-banana-hammocks-ya-know\)](http://kotaku.com/5849282/the-week-in-dangerous-games-hes-worn-banana-hammocks-ya-know)

[5849261/daytona-usa-](#)

Exhibit "5"

[The People Who Make *Pocket God* Are First Out of the Gate with All-New... \(http://kotaku.com/5848871/the-people-who-make-pocket-god-are-first-out-of-the-gate-with-all-new-ios-5-support\)](http://kotaku.com/5848871/the-people-who-make-pocket-god-are-first-out-of-the-gate-with-all-new-ios-5-support)

[Men, Ten & Mockery \(http://kotaku.com/5848879/men-ten--mockery\)](http://kotaku.com/5848879/men-ten--mockery)



(/)

[First Look At Devil's Third, The Debut Shooter From Valhalla \(http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla\)](http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla)



Michael McWhertor (<http://michael-mcwhertor-old.kinja.com>)

64,424 🔥 1 ⭐ 🗲

Filed to: [CLIPS \(/TAG/CLIPS\)](#) 6/11/10 11:30pm (<http://kotaku.com/5561298/fir>)

(<http://michael-mcwhertor-old.kinja.com>)

The team responsible for the bloody action of *Ninja Gaiden* and the blistering head-to-head combat of the *Dead or Alive* fighting game series is taking its shot at shooters with *Devil's Third*, coming to the Xbox 360 and PlayStation 3.

The game's debut trailer gives players a look at Valhalla Game Studios' stab at multiplayer combat, a mix of brutal melee attacks, high-powered gunplay and vicious weapon-based kills. The ex-Team Ninja veterans are building *Devil's Third* with both multiplayer and single-player in mind.

For more details on *Devil's Third* and Valhalla Game Studios' deal with THQ, read our [first-look preview of the game and interview \(http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla\)](http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla) with Tomonobu Itagaki and Danny Bilson.



<http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla>


Ninja Gaiden Creators Reveal Devil's Third, The Bloody New Shooter From Valhalla

<http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla>**Ninja Gaiden Creators Reveal Devil's Third, The Bloody New Shooter From Valhalla**

<http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla>**Ninja Gaiden Creators Reveal Devil's Third, Th** (<http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla>)

Famed video game designer Tomonobu Itagaki and his select group of creative warriors at Valhalla...

Read more (<http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla>)

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1



524

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Michael McWhertor's Discussions (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla>)

All replies (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla/all>)

The following replies are approved. To see additional replies that are pending approval, click Show Pending. Warning: These may contain graphic material.

SHOW PENDING

6/12/10 12:08am

DocSeuss started this thread



DocSeuss (<http://docseuss.kinja.com>) ▸ Michael McWhertor

6/12/10 12:08am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment>)

(<http://docseuss.kinja.com>)

Has Japan ever created a good shooter?

Also, why am I reminded of Wet?

[Reply](#)

Bologna (<http://bologna-old.kinja.com>) ▸ DocSeuss

6/12/10 12:23am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment>)

(<http://bologna-old.kinja.com>)

@**DocSeuss**: I'm pretty sure Metal Gear Solid is a shooter, if you choose to make one.

[Reply](#)

G1bbles (<http://g1bbles-old.kinja.com>) ▸ DocSeuss

6/12/10 12:25am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment>)

(<http://g1bbles-old.kinja.com>)

@**DocSeuss**: Swords, tps?

 [Reply](#)**Aipaloovik** (<http://aipaloovik.kinja.com>) » DocSeuss6/12/10 12:26am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?commen>(<http://aipaloovik.kinja.com>)@**DocSeuss**: Kill Switch, I thought, was pretty damn good. [Reply](#)**VincentGrey** (<http://vincentgrey-old.kinja.com>) » DocSeuss6/12/10 12:32am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?co>(<http://vincentgrey-old.kinja.com>)@**DocSeuss**: RE4, MGS4. I think that's about it. [Reply](#)

Show more replies in this thread (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24363139#comments>)

6/11/10 11:54pm

RandomReduX started this thread**RandomReduX** (<http://randomredux-old.kinja.com>) » Michael McWhertor6/11/10 11:54pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?cc>(<http://randomredux-old.kinja.com>)

Oh good, it's third person. I got worried when I saw "shooter" that it might be another bloody FPS.

 [Reply](#)**0 Lives Left** (<http://hikarioblivion.kinja.com>) » RandomReduX6/11/10 11:58pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comm>(<http://hikarioblivion.kinja.com>)@**RandomReduX**: But third person shooters are more common :x [Reply](#)**Foxith** (<http://foxith.kinja.com>) » 0 Lives Left6/12/10 12:07am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24>(<http://foxith.kinja.com>)@**0 Lives Left**: And generally more bloody. [Reply](#)**mainachou** (<http://mainachou.kinja.com>) » 0 Lives Left6/12/10 12:18am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?commen>(<http://mainachou.kinja.com>)

@0 Lives Left: Name ten.

- 1: Halo
- 2: Call of Duty
- 3: Medal of Honor
- 4: COD: Modern Warfare
- 5: FEAR
- 6: Bioshock
- 7: Battlefield
- 8: Metroid Prime
- 9: Doom
- 10: Wolfenstein
- 11: BLACK

And the list goes on...

★ [Reply](#)



RandomReduX (<http://randomredux-old.kinja.com>) ▸ 0 Lives Left

6/12/10 12:20am ([http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?](http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362645#comments)

<http://randomredux-old.kinja.com>)

@0 Lives Left: More common maybe, but I also find them way more fun and interesting to play.

★ [Reply](#)

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6/12/10 1:42am

Eric Glitter Johnson started this thread



Eric Glitter Johnson (<http://eric-glitter-johnson-old.kinja.com>) ▸ Michael McWhertor

6/12/10 1:42am ([http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?](http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362645#comments)

<http://eric-glitter-johnson-old.kinja.com>)

This reminds me of a really popular online shooter by the name of "GunZ"Anyone?

★ [Reply](#)**Sugoi** (<http://sugoi.kinja.com>) ▶ Eric Glitter Johnson6/12/10 3:18am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=243>)(<http://sugoi.kinja.com>)

@**Eric Glitter Johnson**: Actually it does look quite a bit like GunZ — platforming, shooting, melee, wallrunning.. yep.

Despite being an unpolished mess, GunZ had some amazing ideas.

Definitely excited for this now.

★ [Reply](#)**Hunter.Wolf** (<http://hunter-wolf.kinja.com>) ▶ Sugoi6/12/10 3:27am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=243>)(<http://hunter-wolf.kinja.com>)

@**Sugoi**:

Totally agree .. aside from below average presentation Gunz is actually one of the best Multiplayer games i played till today .. maybe this game by Valhalla will be its rebirth or modern equivalent .. hope so ^_^

★ [Reply](#)**bkdbear1991** (<http://bkdbear1991-old.kinja.com>) ▶ Sugoi6/12/10 3:50am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=243>)(<http://bkdbear1991-old.kinja.com>)

@**Sugoi**: I'm fine as long as K-Styling stays out of it...

★ [Reply](#)**idDobie** (<http://iddobie.kinja.com>) ▶ Eric Glitter Johnson6/12/10 8:03am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=243>)(<http://iddobie.kinja.com>)

@**Eric Glitter Johnson**: That is exactly what I thought of.

God I hope it plays just like GunZ but pretty o.o

★ [Reply](#)

Show more replies in this thread (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24365632#comments>)

6/11/10 11:39pm

Shinta started this thread



Shinta (<http://shinta.kinja.com>) » Michael McWhertor

6/11/10 11:39pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24>)

(<http://shinta.kinja.com>)

More like Devil's Turd. What a huge let down. I've been waiting for this announcement for a long time, only to find out it's yet another shooter? Man ...

The girl looks like she controls exactly like Ninja Gaiden. I'm not at all interested in multi-player. I don't like the music, or any of the character designs. The graphics didn't look that crazy.

I'm spectacularly disappointed. I guess I'll just wait and see.

★ [Reply](#)



VincentGrey (<http://vincentgrey-old.kinja.com>) » Shinta

6/11/10 11:43pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24>)

(<http://vincentgrey-old.kinja.com>)

@**Shinta**: Id wait and see how it turns out. The aesthetic appeal might not be there, but his games are never terrible.

Theyre not great either though.

There's 50/50 chance itll turn out alright.

★ [Reply](#)



Shinta (<http://shinta.kinja.com>) » VincentGrey

6/11/10 11:46pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24>)

(<http://shinta.kinja.com>)

@**VincentGrey**: I'm not writing it off yet. Ninja Gaiden 1 and 2 are some of my favorite games of all time.

This is not what I was looking forward to for a next project though.

★ [Reply](#)



bakagaijin (<http://bakagaijin.kinja.com>) » Shinta

6/11/10 11:47pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24>)

(<http://bakagaijin.kinja.com>)

@**Shinta**: Well excuse us, poopy pants! :P

It definitely still has the Itagaki-san style to it. It's only a minute long video, but it's peaked my interest.

I guess when he said his next game was going to be a shooter, he wasn't kidding.

★ [Reply](#)



(<http://vincentgrey-old.kinja.com>)

Vincent Grey (<http://vincentgrey-old.kinja.com>) ▶ Shista
6/11/10 11:49pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362507#comments>)
The sticky part about making really good games: you cant deviate too far from the formula or people will dislike you and not buy it.

There are some exceptions, but I think that's how most people in the business function.

Not only that, but it's his first game with his new studio, he can't fail. Companies fold after one crappy game nowadays.

★ **Reply**

Show more replies in this thread (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362181#comments>)

6/12/10 8:06pm

hbkotaku started this thread



hbkotaku (<http://hbkotaku.kinja.com>) ▶ Michael McWhertor

6/12/10 8:06pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment>

(<http://hbkotaku.kinja.com>)

yawn a new game happens to be a shooter. How surprising is that?

Out of all the new IP announced or will be announced at E3, almost all of them are shooters. And now even Japanese companies jump onto the shooter wagon. Seriously won't people get tired?

★ **Reply**



KidNickels (<http://kidnickels-old.kinja.com>) ▶ hbkotaku

6/12/10 8:16pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comr>

(<http://kidnickels-old.kinja.com>)

@**hbkotaku**: ok ive heard this a lot lately....what exactly do u do in games if you arent shooting things??
...uh farming, driving, ice fishing.....cause i honestly think if im not shooting or killing stuff *megayawn*

★ **Reply**



Becoming (<http://becoming-old.kinja.com>) ▶ hbkotaku

6/12/10 9:04pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comr>

(<http://becoming-old.kinja.com>)

@**hbkotaku**: Never. This is America.

★ **Reply**



hbkotaku (<http://hbkotaku.kinja.com>) ▶ KidNickels

6/12/10 9:11pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=>

(<http://hbkotaku.kinja.com>)

@**KidKnicles**: Well, you can have RPG, strategy games, action games, adventure games and all other games, in which you don't have to shoot or shooting is not the only gameplay.

If shooting and killing are the only thing that can bring you excitement and satisfaction, no offense, but that seems rather shallow and simple-minded to me. But that's me, someone who prefers games with more depth and varieties.

★ [Reply](#)



Michael Carter (<http://michael-carter-old.kinja.com>) ▶ hbkotaku

6/12/10 10:05pm ([http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?](http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24387523#comments)

(<http://michael-carter-old.kinja.com>)

@**hbkotaku**: What do you do in RPGs that aren't boring turn based games like Final Fantasy?

You either PRESS X TO SWING KEYBLADE and repeat that motion a million times, or you do FPS/TPS controls like in Elder Scrolls or Mass Effect.

Or maybe you want an RPG like KOTOR where the game plays itself.

I'm sorry, but if my character is using guns, I want to be able to decide where to shoot, not press a button and roll a dice.

★ [Reply](#)

Show more replies in this thread (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24387523#comments>)

6/12/10 8:04am

idDobie started this thread



idDobie (<http://iddobie.kinja.com>) ▶ Michael McWhertor

6/12/10 8:04am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24387523#comments>)

(<http://iddobie.kinja.com>)

grumble just Xbox 360 and PS3 *grumble*

★ [Reply](#)



flanker22 (<http://flanker22-old.kinja.com>) ▶ idDobie

6/12/10 9:09am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24387523#comments>)

(<http://flanker22-old.kinja.com>)

@**idDobie**: wii audience doesnt seem to care for third party support considering the extremely weak sales of madworld/no more heroes/muramasa/conduit/red steel2 ... goes on and on.

★ [Reply](#)

**eleventeen** (<http://eleventeen-old.kinja.com>) » idDobie6/12/10 11:53am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?con>(<http://eleventeen-old.kinja.com>)

@idDobie: why would you grumble about that? The Wii can't handle games with great graphics (that aren't low-res and stylized) and the PC market is a money-pit for developers.

No need to grumble, that's just smart business.

★ [Reply](#)**Gilbert Maldonado** (<http://gilbert-maldonado-old.kinja.com>) » idDobie6/12/10 11:24pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valha>(<http://gilbert-maldonado-old.kinja.com>)

@idDobie: HAHA! Maybe you can beg daddy to buy you one of the superior systems

★ [Reply](#)**Sanman220** (<http://sanman220.kinja.com>) » idDobie6/13/10 12:51am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?commen>(<http://sanman220.kinja.com>)

@idDobie: were you expecting Wii?!

★ [Reply](#)

Show more replies in this thread (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24370148#comments>)

6/12/10 1:16am

JinFei3 started this thread

**JinFei3** (<http://jinfei3-old.kinja.com>) » Michael McWhertor6/12/10 1:16am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment>(<http://jinfei3-old.kinja.com>)

Actually, Itagaki is kinda like the Tarantino of video games... his work is flashy, exploitative, yet critically acclaimed, while as a person he speaks boldly, has a legendary ego, is either loved or hated...

★ [Reply](#)**spookyelectric** (<http://spookyelectric.kinja.com>) » JinFei36/12/10 2:05am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?cor>(<http://spookyelectric.kinja.com>)

@JinFei3: That's the best I've ever seen someone put it.

I love me some Itagaki AND Tarantino. <3

Although, it does remind me of Wet, a bit. But since it's Itagaki, I know it'll be great.

You know, considering he brought over the majority of the head Team Ninja guys, including the character artists and modelers, I'm surprised at how non-Team Ninja-y, and how western it looks.

★ [Reply](#)



JinFei3 (<http://jinfei3-old.kinja.com>) » spookyxelectric

6/12/10 2:46am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=1>)

(<http://jinfei3-old.kinja.com>)

@spookyxelectric: It does look rather rough around the edges, unlike the round and shiny NG & DOA games. But considering he only took the major guys (I think fine polish is the work of the little guys, and right now I think his team is small) and they've only been at it for a short while (early this year?), there's a lot of room/ time for improvement.

Now I'm not a big fan of Itagaki's brash, trollish statements, but when it comes to making games he does know what he's doing and what he wants and I respect him for that.

★ [Reply](#)



thecast (<http://thecast.kinja.com>) » JinFei3

6/12/10 4:44am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=2>)

(<http://thecast.kinja.com>)

@JinFei3: Eh, kind of but Itagaki never bothered about anything that had depth outside of gameplay. Suda would be much more fitting though he seems more of a cartoon version of the legendary film maker.

★ [Reply](#)



thecast (<http://thecast.kinja.com>) » spookyxelectric

6/12/10 4:46am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=2>)

(<http://thecast.kinja.com>)

@spookyxelectric: Actually, the soft-plastic reflection and character designs (not to mention the detailed metal pieces) is very reminiscence of last-gen TN games.

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6/11/10 11:40pm

Gohan started this thread



Gohan (<http://gohan.kinja.com>) » Michael McWhertor

6/11/10 11:40pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24364915#comments>)

(<http://gohan.kinja.com>)

Did they really bill Itagaki as a **legendary** game designer?

Snarkiness aside, that looks like the Japanese take on FASA's Shadowrun. It could be the catalyst for a ton of hilarious moments.

★ [Reply](#)



VincentGrey (<http://vincentgrey-old.kinja.com>) ▶ Gohan

6/11/10 11:41pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362211#comments>)

(<http://vincentgrey-old.kinja.com>)

@GohanEgret: Weaboos think he is, so keep it on the down low.

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Zionth (<http://zionth-old.kinja.com>) ▶ Gohan

6/11/10 11:44pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362211#comments>)

(<http://zionth-old.kinja.com>)

@GohanEgret: lolol, I just commented how I thought of Shadowrun as well, kind of nice to know I'm not the only one.

★ [Reply](#)



Demoskinos (<http://demoskinos.kinja.com>) ▶ Gohan

6/11/10 11:47pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362211#comments>)

(<http://demoskinos.kinja.com>)

@GohanEgret: Um, well he DID help make Tecmo Bowl and He did like it or not make Dead or Alive which is a very successful franchise and how many people have brought a old 2D franchise to 3D and make it popular and relevant again?

I think he deserves plenty of credit. He is one of the reasons Tecmo still exists.

★ [Reply](#)



September (<http://september-old.kinja.com>) ▶ Gohan

6/11/10 11:49pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24362211#comments>)

(<http://september-old.kinja.com>)

@GohanEgret: It might just be PR. I dislike him like every other person here, but everything from the music and descriptions sound full of sarcasm.

★ [Reply](#)

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6/22/10 2:29pm

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<http://generalerror-old.kinja.com>

GeneralError (<http://generalerror-old.kinja.com>) » Michael McWhorter
 6/22/10 2:29pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24894624#comments>)
 or tight perfect gameplay, I'd bet this game will in fact be a masterpiece

[Reply](#)[gurfinki \(http://gurfinki.kinja.com\)](http://gurfinki.kinja.com) » GeneralError8/09/10 7:09pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=><http://gurfinki.kinja.com>)

@GeneralError: tight perfect gameplay?

Well, to each his own, I suppose, but I didn't find Ninja Gaiden's gameplay - that is, controls and camera - to be perfect. There was still a lot of room for improvement, specially when it came to the awful, AWFUL camera controls.

[Reply](#)[gurfinki \(http://gurfinki.kinja.com\)](http://gurfinki.kinja.com) » GeneralError8/09/10 7:10pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=2><http://gurfinki.kinja.com>)

@GeneralError: oh, and incredibly late replies FTW. :D

[Reply](#)[GeneralError \(http://generalerror-old.kinja.com\)](http://generalerror-old.kinja.com) » gurfinki8/10/10 1:08pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?co><http://generalerror-old.kinja.com>)

@gurfinki: camera is different than gameplay. Personally I had no issues with the camera, because the cinematography was awesome. But I can see why people would get startled when enemies jump in and surprise them. To me it didn't matter since the gameplay controls were as tight as it gets.

[Reply](#)[gurfinki \(http://gurfinki.kinja.com\)](http://gurfinki.kinja.com) » GeneralError8/10/10 1:14pm (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=2><http://gurfinki.kinja.com>)

@GeneralError: but that's the point, dude. The camera affected directly the gameplay, so it should be considered as part of it.

As for the control itself, yeah, Ryu controlled pretty good. However, he was very stiff in his movements, and the pacing and combat dynamics was not very fluid, to be honest. To put it short, the characters (in the first Ninja Gaiden, at least, I can't talk about the 2nd one) had very limited movements. For me, it could've been more fluid, more so considering Ryu himself was a ninja.

 [Reply](#)

6/12/10 2:46am

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[excaliburps \(http://excaliburps.kinja.com\)](http://excaliburps.kinja.com) ▶ Michael McWhertor6/12/10 2:46am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comme><http://excaliburps.kinja.com>)

Looks ok. I see where they're trying to go. Itagaki can certainly pull off the outrageousness but will the gameplay be up to snuff?

It's a big and deep genre. The one he's getting into.

Hopefully there's some hands-on time for the eds this coming week.

Oh, and for the PS3 as well? I am surprised Itagaki! Methinks THQ was the one who pushed for that.

 [Reply](#)[pmckai \(http://pmckai-old.kinja.com\)](http://pmckai-old.kinja.com) ▶ excaliburps6/12/10 3:55am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comme><http://pmckai-old.kinja.com>)

@[excaliburps](#): I'm hoping for some co-op action. guy n girl. PLEASE.lol.

 [Reply](#)[Jilkon \(http://jilkon.kinja.com\)](http://jilkon.kinja.com) ▶ excaliburps6/12/10 5:32am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comment=24><http://jilkon.kinja.com>)

@[excaliburps](#): Wasn't the PS3 thing more about Microsoft paying for timed exclusives earlier? They did release Ninja Gaiden for PS3 as well.

I'm a bit scared about the thought of guns and melee mixed, because getting into range for melee tends to get dangerous.

 [Reply](#)[excaliburps \(http://excaliburps.kinja.com\)](http://excaliburps.kinja.com) ▶ pmckai6/12/10 5:51am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comme><http://excaliburps.kinja.com>)

@[pmckai](#): Hahahah! Knowing Itagaki, it's going to be in there! Add in some awkward sexual innuendo in there for good measure.

Itagaki's games are some of those games where you don't want your parents or significant other to see the game.



excaliburps (<http://excaliburps.kinja.com>) ▶ Jilkon

6/12/10 5:52am (<http://kotaku.com/5561298/first-look-at-devils-third-the-debut-shooter-from-valhalla?comme>

<http://excaliburps.kinja.com>)

@Jilkon: Did they? You wouldn't know it the way Itagaki was trashing the PS3.

There should be a strong balance between melee and gunplay. I don't think it should be a one-hit melee attack a la MW2's knife attack.



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The former members of Team Ninja, responsible for the fighting game series Dead or Alive and high-speed action game Ninja Gaiden, are crafting what Itagaki describes as a "breakthrough for the shooting genre." Valhalla's goal in crafting Devil's Third, Itagaki says, is to develop a shooter with a more "direct feeling of killing" your opponents.

"In looking at real combat, close combat has a more visceral bloody feel to it. I want to get more of that close combat feel in [Devil's Third]," Itagaki told Kotaku in a recent interview, the table full of Valhalla's top staff. Itagaki himself was without his trademark shades, wearing a new silver ring in the shape of the Valhalla Game Studios logo.

"It's not taking a hack and slash game and tacking on some ranged weapon combat. We feel we have a lot to learn as we make this, but we also feel confident in our experience and the fundamental elements of head-to-head competition in [our previous] games."

THQ's Executive Vice President, Danny Bilson, glowingly describes the game's multiplayer experience as "phenomenal." It was Valhalla's original multiplayer build—and Tomonobu Itagaki's personal point of view—that urged THQ to sign the developer.

"We green-lit the same day," Bilson recalled. "Within 10 minutes of meeting Itagaki-san, I wanted to work with him. There was no hesitation at all. It was all about, how do we make a deal and how soon do we make a deal?"

THQ's publishing agreement with Valhalla will see the two companies work closely together on the development of the game and its fiction.

While Bilson and Itagaki were tight-lipped about the story behind Devil's Third, they provided some clues about its war-torn settings, which span the globe. Bilson said the biggest clue about Devil's Third's background is the Kessler syndrome theory.

The Kessler syndrome basically says that the density of objects in low-Earth orbit could reach a point where collisions between those objects could cause a disastrous cascade of debris. Those collisions could compound, causing more orbital collisions, a scenario that could render space travel and the use of satellites unfeasible.

Some of the game's concept art features what appears to be space debris falling upon the earth and widespread destruction in Asian, European and American locations.



As for the name Devil's Third, Bilson and Itagaki said it has multiple meanings related to the fiction and the characters, the first of which is rooted in classical music, in the dissonance of tritones, or "Diabolus in Musica." Bilson referenced the works of Richard Wagner, including his opera *Götterdämmerung* about the downfall of the Norse gods, as well as the music of Black Sabbath, in explaining the concepts behind the game.

"As we expose some of the fiction, it all becomes clear," Bilson says. "[The title Devil's Third] absolutely came out of the game, there's a character in the game that has a relationship to the music, there's three factions..." Then he cut himself off.

"I don't want to really talk about it," he said, seemingly having given away too much already.

Itagaki explained his thoughts on the musical foundation of Devil's Third.

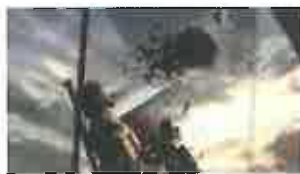
"Dissonance can make people feel negative feelings," he said. "But you can try to be nice, make everything really accessible and pleasant, or you can go down a road that rattles people a bit. I think the latter is where I can make a more interesting impact on people. More than the musical interpretation of Devil's Third, I'm more interested in the literary associations."

Bilson says there has been "a tremendous interest" in Devil's Third's fiction as THQ extends its transmedia plans. The publisher has television and movie projects in the works based on its Red Faction and de Blob properties.

Q



In addition to having a mysterious story and characters, Devil's Third is exceedingly violent. In the debut trailer (<http://kotaku.com/5561298/first-look-at-devils-third-itagakis-new-shooter>), you'll see enemies sliced in two, others with their limbs torn apart by shotgun blasts. In the uncensored version of the trailer we previewed at THQ's headquarters, bloody decapitations sprayed gore on the screen and a brutal melee attack liquefied another soldier's face into the side of a tank.



(<http://kotaku.com/5561298/first-look-at-devils-third-itagakis-new-shooter>)

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The team responsible for the bloody action of Ninja Gaiden and the blistering head-to-head combat...

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Itagaki's last game as head of Team Ninja, the Xbox 360 game Ninja Gaiden II, was similarly bloody. Based on the more violent version of the trailer, it's clear that Valhalla's vikings aren't toning things down for a wider audience.

Bilson joked that the publisher is "trying to get it down to an M-rating."

Devil's Third represents a shift for the ex-Team Ninja developers in another sense. They're developing the PlayStation 3 and Xbox 360 versions of the game simultaneously. At Itagaki's previous team, it was primarily focused on the Xbox platform. At Valhalla, development is multi-platform.

Itagaki explains.

"At Tecmo, we sold 8 million games on Xbox platforms," he said. "Because of the financial requirements of that company, every year we had to kick out something that sells a million units. When I was younger, that was OK, but some of the games we shipped we really didn't spend enough time polishing and tightening up. Under those conditions, it's very hard to make a great game that people will enjoy, because it's important to have the polish and testing. In that kind of environment, we couldn't do that."

"We think that the way we make games, we don't fit well working in an environment inside a publicly traded Japanese games company," Itagaki said. "We don't fit into that environment."

Now, Itagaki says, his trusted team of programmers, animators and artists has enough manpower to focus on multiplatform development. Valhalla Game Studios will be getting a little help from THQ, as well, tapping into the developer/publisher's strengths for Devil's Third.

"We at Valhalla Games are martial arts, fighting and melee combat professionals," Itagaki boasted.

"We're partnering with THQ who has substantial experience in shooters.

"Recently, I've changed my thoughts about the general approach to development. The parts of the game that we really have to make, that only [Valhalla] can make, we'll do that. For the parts that other people can do better, we'll get help. Yes, we'll be working with THQ studios, but the multiplayer demo we showed earlier, that was all developed internally. The way programmers think, if they can do it themselves, they'll do it. You have to do everything triple-A or just not bother."

Bilson pointed out that the tank seen in Devil's Third's first trailer, the one that unlucky soldier has his face crushed against, is an asset from another THQ game, Homefront (<http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you>).



<http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you>)

[Homefront Is The Video Game Of The American Insurgency \(http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you\)](http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you)[Homefront Is The Video Game Of The American Insurgency \(http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you\)](http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you)[Homefront Is The Video Game Of The American Insurgency \(http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you\)](http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you)

You'll fight the North Koreans in the parking lot of the Home Depot-like Lumber Liquidators...

[Read more \(http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you\)](http://kotaku.com/5560618/homefront-may-not-scare-you-but-it-should-impress-you)

While the arrangement between THQ and Valhalla Game Studios may strike some as odd, given the publisher's North American focus, Bilson and Itagaki appear to be of similar mindsets.

Bilson addressed early surprise at Valhalla's relationship with THQ, a publisher that doesn't have a history with Japanese action games.

"Fair enough. If we don't identify weakness we can't strengthen it," Bilson said of gamers balking at THQ as the game's publisher. "We are focused on the highest quality. We don't throw stuff against the wall. I feel we're absolutely stronger than when we were when we had 17 studios compared to the 10 we have now.

"You're going to see a lot of innovative stuff from us over the next year," Bilson added, saying that THQ would be investing in a big way in its blockbuster titles, providing Valhalla with the money, time and resources they need to make Devil's Third the best it can be.



Itagaki also addressed concerns in a message to fans.

"A lot of fans probably wanted me to continue making fighting games. So, sorry about that to anyone who's disappointed," he said. "For people who are fans of Ninja Gaiden, this is going to be a different type of game. Quite different. Even though the genre is new, it's the same core group making it. Think of the main elements—animation, maneuverability, speed, violence, beautiful women—all the core game elements, it's all the same group of guys."

Tomonobu Itagaki is somewhat infamous for candid, sometimes inflammatory remarks about his competitors. Now that he and the Valhalla Game Studios team are moving into the shooting genre, who does he see as his biggest competitor, his next "target"?

"I haven't decided on that yet," Itagaki said. "If I find a game I play through twice, that'll probably be the target." He told me that he just started playing Call of Duty: Modern Warfare 2, so we'll see how that goes.

1 ★ 164 [Reply](#)

Michael McWhertor's Discussions (<http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla>)

All replies (<http://kotaku.com/5561355/ninja-gaiden-creators-reveals-devils-third-the-bloody-new-shooter-from-valhalla/all>)

The following replies are approved. To see additional replies that are pending approval, click Show Pending. Warning: These may contain graphic material.

SHOW PENDING

6/12/10 2:01am

Dr_Gerbz started this thread



Dr_Gerbz (http://dr_gerbz.kinja.com) • Michael McWhertor

6/12/10 2:01am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-fr>)

(http://dr_gerbz.kinja.com)

This looks like a free to play game of which I forgot the name, but in that game you fight with swords and guns and can do acrobatics like running over walls too.

You earn XP by killing others if I remember correctly, and you also get money so you can buy gear and cool looking stuff.

Of course, the best (looking) items do cost money.

This however looks much better than the game I mentioned, I can't wait for more info.



Reply



John Andrew Hoffman (<http://john-andrew-hoffman-old.kinja.com>) • Dr_Gerbz

6/12/10 2:11am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody>)

(<http://john-andrew-hoffman-old.kinja.com>)

@MrGerbz: GunZ: The Duel.



Reply



youtube.com/Y2KFrosty (<http://youtube-com-y2kfrosty-old.kinja.com>) • Dr_Gerbz

6/12/10 2:28am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody>)

(<http://youtube-com-y2kfrosty-old.kinja.com>)

@MrGerbz: Gunz?

 [Reply](#)



TraMai (<http://tramai.kinja.com>) » Dr_Gerbz

6/12/10 2:35am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from-valhalla>)

(<http://tramai.kinja.com>)

@MrGerbz: GunZ: The Duel

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Dr_Gerbz (http://dr_gerbz.kinja.com) » John Andrew Hoffman

6/12/10 7:46am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from-valhalla>)

(http://dr_gerbz.kinja.com)

@John Andrew Hoffman: And we have a winner. And 2 people who didn't read your comment :p

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Show more replies in this thread (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from-valhalla?comment=24366081#comments>)

6/12/10 12:00pm

pandafresh started this thread



pandafresh (<http://pandafresh7.kinja.com>) » Michael McWhertor

6/12/10 12:00pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from-valhalla>)

(<http://pandafresh7.kinja.com>)

i saw the trailer last night on Spike TV (i was flippin through channels, honest!) and it looks kinda fun, but too violent for me. like immaturely violent. not like a fun, over the top violence like Madworld has, this is like a 13 year old kid drawing a picture of ninja killing dudes, and hes drawing blood EVERYWHERE.

 [Reply](#)



Klepto (<http://klepto-old.kinja.com>) » pandafresh

6/12/10 10:00pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from-valhalla>)

(<http://klepto-old.kinja.com>)

@pandafresh: imo, you could have just been describing madworld. "and then... and then we impale him with a stop sign! Yea!"

 [Reply](#)



Onizuka-GTO (<http://onizuka-gto.kinja.com>) » pandafresh

(<http://onizuka-gto.kinja.com>) 6/13/10 2:27am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoote>

@[pandafresh](#): ***absently scribble a red crayon all over the panda***

You're DEAD!

:]

★ [Reply](#)



[pandafresh](#) (<http://pandafresh7.kinja.com>) ▸ Onizuka-GTO

6/13/10 1:43pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoote>

(<http://pandafresh7.kinja.com>)

@[Onizuka-GTO](#): OMG NO, I'Z TOO YOUNG TO *SPLARGHGGHHGHG BLOODY COUGH EXPLOSION*

★ [Reply](#)

6/12/10 1:20am

Nightshift Nurse started this thread



[Nightshift Nurse](#) (<http://thesadclown.kinja.com>) ▸ Michael McWhertor

6/12/10 1:20am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoote>

(<http://thesadclown.kinja.com>)

PlayStation 3? Really?!?

Well...color me shocked. So I guess I have one more shooter to keep an eye on now.

★ [Reply](#)



[Nightshift Nurse](#) (<http://thesadclown.kinja.com>) ▸ Nightshift Nurse

6/12/10 2:30am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoot>

(<http://thesadclown.kinja.com>)

@[Nightshift Nurse](#): Also, after Phantasy Star Collection and Darksiders I have no reason to balk at THQ. In spite of their propensity to publish crap, they clearly know a good thing when they see it.

★ [Reply](#)



[Synthos](#) (<http://synthos-old.kinja.com>) ▸ Nightshift Nurse

6/12/10 11:27am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoote>

(<http://synthos-old.kinja.com>)

@[Nightshift Nurse](#): I know, it's pleasant to see him branching out, even if he may not want to. The Itagaki haters (I swear people are childish) will still find something to complain about though.

★ [Reply](#)

6/12/10 1:53am

Rich8606 started this thread

**Rich8606** (<http://rich8606.kinja.com>) » Michael McWhertor6/12/10 1:53am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-fr>)(<http://rich8606.kinja.com>)

It's Itagaki, so I don't have to worry about the game not having insane'y deep combat system, it's practically a given.

But, it's also Itagaki, he writes crappy storylines. Back then, I can overlook the unengaging juvenile plot, but at my age now.... I dunno.

I stopped playing FF, simply because I can't overlook the nonsensical storyline anymore. What does that say about my age?

[Reply](#)**PajamaSam** (<http://maximumpayne.kinja.com>) » Rich86066/12/10 3:16am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shc>)(<http://maximumpayne.kinja.com>)

@[rich8606](#): I have stopped caring about storylines in videogames a long time ago. It seems to be making itself less relevant with each generation, save for a select few companies that can make a passable story.

[Reply](#)**dowingba** (<http://dowingba-old.kinja.com>) » Rich86066/12/10 3:27am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoo>)(<http://dowingba-old.kinja.com>)

@[rich8606](#): It's funny. When I reached a certain age, I got like that. I couldn't stand most videogame storylines and wished people could write better ones.

Then, lately, a whole bunch of games with *great* storylines and *amazing* writing start coming out. And ...now I kinda crave the old crappy video game writing. Like FF games and ...Metal Gear and stuff.

FF13 was the first FF game I ever beat. And I loved it. Even its crappy writing.

[Reply](#)**Vaylkon** (<http://vaylkon-old.kinja.com>) » dowingba6/12/10 4:26am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://vaylkon-old.kinja.com>)

@[dowingba](#): Metal Gear? Crappy writing? Sir....I am disappoint if you are referring to anything in the "Solid" series.

★ [Reply](#)



[jeremyc0le \(http://bonus-round.kinja.com\)](#) » Rich8606

6/13/10 4:00pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoot->

<http://bonus-round.kinja.com>)

@[rich8606](#): agreed... it's so difficult to find good writing in storylines anymore that I often find myself playing games where the story is completely irrelevant. Mario, Street Fighter, Rock Band...

I loved RPG's about 10-15 years ago, but now I look at them and think, "Really? No shit..."

ugh, anyway I try to enjoy RPG's for their combat system or for customization now. Like Dragon Quest 9 I'm sure will have a mediocre story, but I'm going to play it because it looks like a lot of fun.

★ [Reply](#)

6/12/10 6:01pm

[SammiiDoogles](#) started this thread



[SammiiDoogles \(http://sammiiDoogles.kinja.com\)](#) » Michael McWhertor

6/12/10 6:01pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-sho->

<http://sammiiDoogles.kinja.com>)



I just watched the trailer and I think it looks pretty cool despite others comments of it being generic.

I think it looks very fluid, thats for the combat and what looks like a parkour-esque ability the character seem to have.

The visuals look pretty nice and the gore - although excessive - is rather well done.

★ [Reply](#)



[flanker22 \(http://flanker22-old.kinja.com\)](http://flanker22-old.kinja.com) » SammiiDoogles

6/12/10 9:09pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shoo>)

(<http://flanker22-old.kinja.com>)

@SammiiDoogles: ps3 version wont gib :P

just purple clouds.

★ [Reply](#)

6/11/10 11:55pm

Eternal started this thread



[Eternal \(http://eternal-old.kinja.com\)](http://eternal-old.kinja.com) » Michael McWhertor

6/11/10 11:55pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)

(<http://eternal-old.kinja.com>)

I picture some awkwardly titled sequels.

★ [Reply](#)



[mruler360 \(http://mruler360.kinja.com\)](http://mruler360.kinja.com) » Eternal

6/11/10 11:59pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)

(<http://mruler360.kinja.com>)

@Eternal: Devil's Sixth and twelfth?

★ [Reply](#)



[Nexus6 \(http://nexus6.kinja.com\)](http://nexus6.kinja.com) » mruler360

6/12/10 12:20am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-fr>)

(<http://nexus6.kinja.com>)

@mruler360: ...or Devil's Half and the last game in the trilogy, Devil's Whole.

★ [Reply](#)

**kagekiri** (<http://kagekiri.kinja.com>) • mruler3606/12/10 1:17am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-fro>)(<http://kagekiri.kinja.com>)

@mruler360: Devil's Fifth and Seventh. Gogo prime numbers!

[Reply](#)**Eternal** (<http://eternal-old.kinja.com>) • kagekiri6/12/10 2:39am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://eternal-old.kinja.com>)

@kagekiri: D3v1l5 7h1rd

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6/12/10 1:06am

WillSerenity started this thread

**WillSerenity** (<http://willserenity.kinja.com>) • Michael McWhertor6/12/10 1:06am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://willserenity.kinja.com>)

Itagaki giving the PS3 some love...when did this happen? =P

[Reply](#)**ThreeOneFive** (<http://threeonefive.kinja.com>) • WillSerenity6/12/10 1:21am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://threeonefive.kinja.com>)

@WillSerenity- Got his 60 GB PS3 baby!!!: After he finished loving his, er, "daughters".

[Reply](#)**PMastyle** (<http://pmastyle-old.kinja.com>) • WillSerenity6/12/10 6:12am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://pmastyle-old.kinja.com>)

@WillSerenity- Got his 60 GB PS3 baby!!!: Probably cause they need to sell as much as they can, cause they are just starting so they need all the millions they can get, so the best way is also to publish on the PS3, not just on the 360

[Reply](#)**flanker22** (<http://flanker22-old.kinja.com>) • PMastyle6/12/10 9:05am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://flanker22-old.kinja.com>)

@PMastyle: they're published by THQ not MS.

★ [Reply](#)

6/12/10 11:18am

Burning started this thread

**Burning** (<http://burning-old.kinja.com>) » Michael McWhertor6/12/10 11:18am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://burning-old.kinja.com>)

Hoping this will be bad so I can call it "Devil's Turd".

I should grow up =/

★ [Reply](#)**pandafresh** (<http://pandafresh7.kinja.com>) » Burning6/12/10 11:58am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter>)(<http://pandafresh7.kinja.com>)@**Burning**: i guess i need to grow up as well because that just made me LOL for reals.★ [Reply](#)**Tenno** (<http://tenno.kinja.com>) » Burning6/12/10 6:01pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from>)(<http://tenno.kinja.com>)@**Burning**: +1★ [Reply](#)**Tenno** (<http://tenno.kinja.com>) » Tenno6/12/10 6:02pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from>)(<http://tenno.kinja.com>)@**Tenno**: We need some form of badge system here.★ [Reply](#)

6/13/10 4:11am

Blah8 started this thread

**Blah8** (<http://blah8.kinja.com>) » Michael McWhertor6/13/10 4:11am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-from>)(<http://blah8.kinja.com>)

For some reason, I think this will compete with Platinum Game's *Vanquish*. Which is kind of interesting since Itagaki seems to have a bit of a rivalry with some of the leads of Platinum Games (mainly Kamia)...

★ [Reply](#)

6/14/10 6:40pm

ChewyChavezIII started this thread

**ChewyChavezIII** (<http://tjuarez03.kinja.com>) • Michael McWhertor6/14/10 6:40pm (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-f>(<http://tjuarez03.kinja.com>)

Hope it handles better than Wet. That game was just plain silly to try and play.

★ [Reply](#)**00000000** (<http://00000000.kinja.com>) • ChewyChavezIII6/18/10 10:02am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-f>(<http://00000000.kinja.com>)

@ChewyChavezIII: Would you go as far as to say it was... slippery?

★ [Reply](#)**ChewyChavezIII** (<http://tjuarez03.kinja.com>) • 000000006/18/10 11:36am (<http://kotaku.com/5561355/ninja-gaiden-creators-reveal-devils-third-the-bloody-new-shooter-f>(<http://tjuarez03.kinja.com>)

@00000000: Slippery, yes thats it!

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THQ signs Valhalla deal

By [Phil Elliott](#)

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BUSINESS

Itagaki and co to deliver Devil's Third for Xbox 360 and PlayStation 3

THQ has announced that it has signed a deal with newly-formed developer, Valhalla Game Studios, to publish its original IP Devil's Third.

Valhalla is the studio set up by former Tecmo designer Tomonobu Itagaki, who was responsible for titles including Ninja Gaiden and Dead or Alive, while the new game is described as "a fast paced action game set in the near future in the wake of a global catastrophe."

"Here at Valhalla Game Studios, I lead a magnificent team of highly talented creators," said Itagaki, whose official job title is CTO. "Valhalla is looking forward to working with THQ to create an innovative new game that will appeal to gamers all around the world. We think you'll be as excited to play it as we are to be making it."

And THQ's executive VP of core games, Danny Bilson, added: "We are honoured to be working with Valhalla Game Studios to release their premier title, Devil's Third. This partnership with leading developer Tomonobu Itagaki reflects the high quality standard we have set for THQ's core games pipeline."

A full interview with THQ's Bilson is available on [GamesIndustry.biz](#) now.



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Valhalla Game Studios first title.

AGOURA HILLS, Calif. June 14, 2010 -- THQ Inc. (NASDAQ: THQI) today announced its ground-breaking partnership with Valhalla Game Studios™ to publish the studio's premier videogame title, Devil's Third™, for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system.

From legendary game creator Tomonobu Itagaki and his newly formed Valhalla Game Studios, Devil's Third is a fast paced action game set in the near future in the wake of a global catastrophe. Tomonobu Itagaki, whose credits include the critically acclaimed Ninja Gaiden and Dead or Alive franchises, has pledged to deliver an experience like no other, combining a deep storyline with original combat mechanics all set against an atmospheric and explosive backdrop.

Tomonobu Itagaki, Chief Technical Officer, Valhalla Game Studios commented, "Here at Valhalla Game Studios, I lead a magnificent team of highly talented creators. Valhalla is looking forward to working with THQ to create an innovative new game that will appeal to gamers all around the world. We think you'll be as excited to play it as we are to be making it."

Danny Bilson, THQ Executive Vice President of Core Games commented, "We are honored to be working with Valhalla Game Studios to release their premier title, Devil's Third. This partnership with leading developer Tomonobu Itagaki reflects the high quality standard we have set for THQ's Core Games pipeline."

About Valhalla Game Studios

Valhalla Game Studios Co., Ltd. was founded by Satoshi Kanematsu. Tomonobu Itagaki, who has created outstanding game franchises such as Dead or Alive and Ninja Gaiden, is in charge of the development team at the studio. The studio's strength comes from a rich experience in the development of high-quality games combining high technical skill, attractive character IP and magnificent gameworlds. More information about Valhalla Game Studios may be found at www.valhallagamestudios.com. Valhalla Game Studios is a registered trademark of Valhalla Game Studios Co., Ltd.

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About THQ

THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software. The company develops its products for all popular game systems, personal computers and wireless devices. Headquartered in Los Angeles County, California, THQ sells product through its global network of offices located throughout North America, Europe and Asia Pacific. More information about THQ and its products may be found at www.thq.com. THQ, Devil's Third, and their respective logos are trademarks and/or registered trademarks of THQ Inc.

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The statements contained in this press release that are not historical facts may be "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations, estimates and projections about the business of THQ Inc. and its subsidiaries (collectively referred to as "THQ"), including, but not limited to, expectations and projections related to the Devils' Third video game, and are based upon management's current beliefs and certain assumptions made by management. Such forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including, but not limited to, business, competitive, economic, legal, political and technological factors affecting our industry, operations, markets, products or pricing. Readers should carefully review the risk factors and the information that could materially affect THQ's financial results, described in other documents that THQ files from time to time with the Securities and Exchange Commission, including its Quarterly Reports on Form 10-Q and Annual Report on Form 10-K for the fiscal period ended March 31, 2010, and particularly the discussion of risk factors set forth therein. Unless otherwise required by law, THQ disclaims any obligation to update its view on any such risks or uncertainties or to revise or publicly release the results of any revision to these forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release.

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THU 03 MAR 2011 11:37AM GMT / 6:37AM EST / 3:37AM PST

Tokyo-based Score Studios working on Valhalla Game Studios' upcoming title.

Score Studios has been working alongside Valhalla Game Studios' internal team to help development of this multi-platform title, to be published by THQ, as revealed in an interview in Famitsu Xbox360 magazine (March issue).

"We are of course immensely excited by this opportunity," says Score Studios co-founder and CEO James Kay, "Devil's Third is already shaping up to be an excellent title and we at Score Studios are working hard to help bring it to market!"

"We are bringing our extensive experience and development sensibilities to the mix, working alongside Valhalla's already excellent team to bring Mr. Itagaki's latest designs to fruition," said Score Studios co-founder and CTO Paul Caristino. "This partnership also means Score Studios will be expanding to help Devil's Third's development."

"It's also fun for me to make a game together with Score Studios, who are talented and energetic," said Tomonobu Itagaki, CTO of Valhalla Game Studios. "What we got from this partnership with Score Studios is quite valuable. This is something to ensure that future players of Devil's Third will be able to enjoy it greatly."

Score Studios was formed in 2009 by veteran Western game developers in Tokyo and has since been involved in various projects, including its own award-nominated titles for iPhone and iPod Touch, like Piczle Lines, Flock It! and DM Tools.

Learn more about Score Studios and keep abreast of news and developments on our website at <http://score-studios.jp>

Valhalla Game Studios' website: <http://www.valhallagamestudios.com/>

Devil's Third information: <http://uk.thq.com/uk/thqtv/index/6107?movieId=4092>

For questions or comment please contact info@score-studios.jp

###

** About Score Studios LLC **

Score Studios is a Tokyo-based independent video game development company made up of industry veterans with over 30 years of industry experience, working on multi-platform games from hand-held platforms to Xbox360 and PS3. Working closely with established Japanese talent Score Studios LLC is uniquely placed to benefit from both Western development practices and Japanese design principles.

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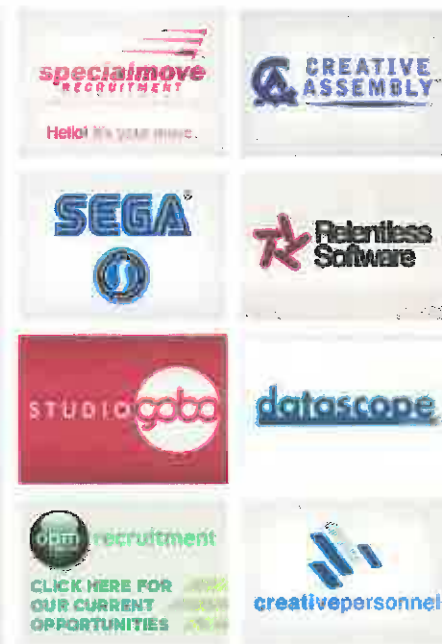
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Itagaki: Realistic Military Details Will Elevate *Devil's Third*

December 2, 2011 | By Staff

Valhalla Games' Tomonobu Itagaki, a self-described "military nut," sees a way in which he can stand out from the competition in the shooter genre -- a genre he hopes to top with his upcoming game, *Devil's Third*.

As an example, the former *Ninja Gaiden* series director told Gamasutra that in *Modern Warfare 3*'s submarine mission, "There are two propellers, on the submarine, and they're rotating in the same direction. That's impossible, though, because it wouldn't work to propel the craft; that can't exist in real life. That's the truth, and I speak as a major fan of *Modern Warfare* who really respects what they've done."

"That's why I don't think everyone who makes war games like that has a full knowledge of war technology, or the physics and weapons involved. Maybe it's all little details, but it's a big surprise to me that that incorrect detail went unnoticed by anyone -- as they put it in their E3 trailer."

On the other hand, he sees DICE making decisions against realism simply to please players, with *Battlefield 3*.

"In *Battlefield 3*, for example, you have a scene with a Main Battle Tank firing away with its cannon while running along in the middle of the desert. The speed of sound is about 340 meters per second, but it fires really quickly, so the fire can reach targets several kilometers away very quickly. *Battlefield* runs at 30 frames per second on consoles, so it's not possible to actually show it at that frame rate."

"That's reality, but in the world of entertainment, there's more of an emphasis on making things easier to understand. It's like how you can hear the explosions in outer space during *Star Wars*. So, when something explodes, you just hear the sound, and when a 120mm gun fires, you can see it in action."

Seeing an "ample opportunity to really break into this genre," Itagaki, who describes himself as a "military nut," plans to bring a new style that blends his attention to detail with his signature over-the-top style -- but he is tight-lipped about what that means.

"There are good shooters out there, of course, but the genre hasn't been perfected yet," he says. But when asked what will do that, he says, "Well, if I told you that, I'd be disclosing some of our ideas before their time."

When pressed, Itagaki replies, "Well, if you look at military-themed games, do you really feel like it's a battlefield you're seeing? That's my answer."

The full interview, in which he talks about his development technology, the reason he's attracting Westerners to his development team, and why working with publisher THQ has been surprisingly easy, is [live now on Gamasutra](#).

December 2, 2011 | By Staff

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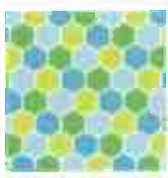
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A W

2 Dec 2011 at 10:15 am PST



If I really want to witness the reality of war, could not I just join the military?

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Christian Nutt

2 Dec 2011 at 10:42 am PST



It's not actually a realistic GAME, overall, if you watch the trailer. But I think he's speaking specifically about the details of the actual military equipment and also, he implies, the setting.

There's a trailer at <http://www.devilsthird.com/>

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evan c

2 Dec 2011 at 10:23 am PST

Realism from the guy who couldn't make realistic breast physics.

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Seriously though I'm really curious on how Japanese developers will handle shooters.

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4

Aaron Casillas

2 Dec 2011 at 10:28 am PST



Great catches! Also when next to a tank, light flashes first, then the concussion, then the sound. I know when I worked on MoH we took great pride in historical accuracy. To the point of getting the camo patterns on specific planes attacking specific battleships in Pearl Harbor (That's Fuschida's plane!).

However, on the other hand like having tracers on a sniper rifle, it's simply a game conceit. During WW2, 80% of all American injuries came from Knee Mortars, not much a level if the player had to dodge mortar fire the majority of the time. Or the flashless/smokeless rifle tech the Japanese had, again the player would not get a telegraph. But that information could be used to produce a battlefield that requires deconstruction and thus a much more interesting scenario.

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Lyon Medina

2 Dec 2011 at 10:55 am PST



I give Itagaki credit for making anything sound interesting.

"That's reality, but in the world of entertainment, there's more of an emphasis on making things easier to understand. " Just called the gaming public dumb in my understanding, but he makes it sound so deep.

Where would we be without you Itagaki?

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Jamie Otilie

2 Dec 2011 at 11:02 am PST



The trailer looks pretty cool and I will check the game out however I don't really get the point of his statements. This isn't a realistic military shooter - in the trailer you see characters wall running and picking up chain guns to use as hand held weapons.

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Matthew Mouras

2 Dec 2011 at 12:31 pm PST



I'm with you. His statements and the trailer for Devil's Third don't square at all. And who really wants to see Itagaki create a Japanese ARMA? What's the player base for hardcore military simulations?

Just tell us you're doing an Itagaki Metal Gear meets Modern Warfare with swords and a coherent story and we all get excited.

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Nathaniel Marlow

2 Dec 2011 at 12:59 pm PST



Yeah, exactly what I was thinking.

I hadn't heard of this game until this article, and I thought "Oh I guess it's supposed to be a simulation type of deal like ARMA".

Then I watched the trailer, and it was like what's the point of making claims about realistic shell velocities when you're literally making a game about ninjas with miniguns?

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Luis Guimaraes

2 Dec 2011 at 1:24 pm PST



Marketing is the point. It's a joke. With a bit of sarcasm.

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Luis Guimaraes

2 Dec 2011 at 11:12 am PST



Challenge Accepted!

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2 Dec 2011 at 1:53 pm PST



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Greg Back

2 Dec 2011 at 2:32 pm PST



This is just another Team Ninja-esque bloodbath, how does any of that look like a realistic battlefield? How does this game not make "decisions against realism simply to please players"? I'm not saying Itagaki games aren't fun, this just seems like gross misrepresentation.

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Michael Joseph

3 Dec 2011 at 4:59 am PST

Looks more cinematic and over the top pulp-ish like the spawn of a marriage between



Saints Row 2 and Modern Warfare...

as trashy as Saints Row 2 is, the gameplay and character mods make for some surreal visuals.

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N3uromancer Fett

4 Dec 2011 at 4:30 pm PST



Perhaps his adherence to authenticity is limited to the hardware and anatomy. I've heard of some Japanese being freaked out by some of our three- fingered pop culture cartoon icons such as the Simpsons.

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Paul Szczepanek

5 Dec 2011 at 8:05 am PST



The title is a catastrophe waiting to happen.

Someone needs a mirror. Complaining about a graphic detail in a game and then claiming the high ground with a game about physics defying mini-gun wielding bullet sponging samurai. Nitpicking someone's trailer? Maybe take a look at yours. First five seconds and the movie slomos and freeze frames to show off the gun being slung on the side of the character (who carries a rifle like that?) going through her leg.

Sweet irony.

On a side note.

Want a realistic FPS?

Arma series.

Want a fun game with bullet physics and realistic guns?

S.T.A.L.K.E.R. series.

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A W

5 Dec 2011 at 11:02 am PST



Although My first comment was snarky at the top. I am reminded of what realism really means, realism is just a way of understanding why something works the way it does. It can be used as a tool of study to make things feel authentic, but its not a standard that has to be met to achieve entertainment on a basic level. I think he was just poking fun at some minor things in game developers who try to go for the ultra realistic approach of gaming without thinking about the game as a project meant to entertain.

I did read the interview which is hilarious btw because Itagaki just believes in himself a lot to the point of grandeur. I think what he was meaning to imply is that if you are going to go after the realism of a authentic look you should really consider your set pieces, because the more you push into that realm, the more people are going to notice your blemishes, from both a technical and authentic standpoint. I think the interviewer did not follow his lead and instead thought more about the game Itagaki was marketing to the tune of that comment. So Itagaki ends up explaining his answer more so than relating it to his reasoning about that sort of style. In all my years of studying and watching Anime

the one thing they do the best is to get the look, feel, and symbols down to convey the realism of the fantasy. I think most of the time western philosophy is based on continuing an old idea and making it seem more real than the last iteration rather than playing around with the elements and creating totally new ideas. That's why we get Dragons Age one year and Skyrim the next few years and we wonder what is so different in the arc structure of these two games.

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Nothing But Homeruns

7 Dec 2011 at 9:28 am PST



Here's what will be a challenge for Devil's Third: The people in charge at THQ.

Here's the tale of the tape since Danny Bilson took over as EVP and started adding his own special brand of magic to the projects.

Metacritic scores:

Homefront - 70

Red Faction: Armageddon - 71

Space Marine - 77

THQ's stock price when Danny Bilson was hired - \$18-19.00

THQ's stock price now - 1 to 3 - about a 92% drop

Stock price today - <http://finance.yahoo.com/q?s=THQI> (\$1.44)

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7 Dec 2011 at 10:21 am PST



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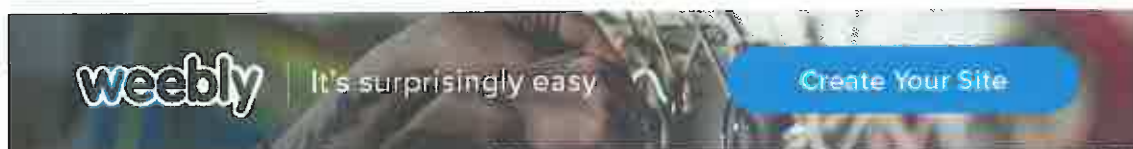
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Exhibit "11"



Itagaki's depression-fueled Armageddon/Aerosmith bender

22



by JC Fletcher @jcfletcher on Feb 9th 2012 10:15PM

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Did you think it was weird that *Dead or Alive* games often featured totally out-of-place Aerosmith songs? We always did, but that music choice was fully, definitively justified by Tomonobu Itagaki in a speech at [DICE 2012](#).

Itagaki explained that the first PS2 release of *Dead or Alive 2* (which only came out in Japan; the one at the US PS2 launch, *DOA2 Hardcore*, was a remake) was unfinished, and sent to manufacturing under false pretenses. A manager approached him and asked to borrow a copy of the in-progress game to play it. "Instead," he said, "it was taken into a factory for production on that day without me knowing it." The team only had two and a half months to work on it. "To be sure, the company made a huge profit."

The game had relatively low-quality, jagged graphics and a lack of extra content. Itagaki became depressed about the unfinished game. "I thought I would quit making games," he said. "Some of the staff, including me, were so depressed by this fact." In this state, he stayed home for "three or four months," drinking and repeatedly watching ... *Armageddon*, singing along to the sappy "I Don't Want to Miss a Thing" with his daughter, which he admitted was a "stupid life." "If I close my eyes now and recall *Armageddon*, tears still come out," he said.

So the secret to the Aerosmith songs in those *DOA* games is that Itagaki seriously, unironically loves Aerosmith. The real surprise is that Bruce Willis never made it into any of the games.

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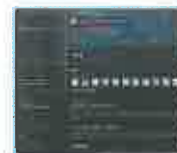
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I think this joker is trying to build up hype for his game.. I remember the last THQ funded, FPS; Homefront... That flopped like a whale at SeaWorld

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THQ's budget for Devil's Third outstrips Itagaki's previous work

By Mike Williams

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Costs for new IP nearly outstrips budget for his previous 30 games combined

THQ is going through a rough patch, but it still has some big titles on the far horizon, including Guillermo del Toro's InSane and Valhalla Game Studio's Devil's Third.

Valhalla is the current studio of outspoken Dead or Alive and Ninja Gaiden creator Tomonobu Itagaki. Itagaki recently mentioned to Game Informer how different it is to work with an American publisher versus a Japanese one.

"We've been working with THQ for two and a half years, and when I was working in Japan I was at the publisher myself so I can't really compare because it's different. The circumstances are very different. I really understand what the publisher thinks because I used to be the publisher myself," Itagaki began.

"The one thing that's completely different between the Eastern publisher and Western publisher is the budget. I've made more than 30 games, and if you put a little bit more [money] into the one I'm making now, Devil's Third, I could make all of the 30 games I made before. The budget you use for the promotion is completely different too. Those are the biggest differences."

Itagaki also believes that now is not the time for a next-generation console release.

"If I didn't have any knowledge of the economy, or if I were young, I'd want to release my game on the new platform. The decision I'm making now is that, if I released my next game on a next-gen console or if someone releases a next gen console, then all the publishers developers and players will be so confused and everything will be messed up because of the economical situation," he said.

"The U.S. economy is bad. The EU economy is bad. The Japanese economy is bad. This is not good timing for the release of a next-generation console. This is just not for the game industry. I can say the same for customers."

Devil's Third is still set for a 2013 release from THQ.



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THQ hands Devil's Third back to Valhalla

By Rachel Weber

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"All of the game's IP rights have been returned to Itagaki-san and the Valhalla team"

Publisher THQ has confirmed that it has transferred the IP rights for Tomonobu Itagaki's Devil's Third back to his Valhalla Game Studios.

"THQ confirms that the company will not be publishing Devil's Third," it told [Eurogamer](#).

"All of the game's IP rights have been returned to Itagaki-san and the Valhalla team."

THQ dropped the action title in May, and said at the time that the "profitability profile of Devil's Third no longer meets our internal threshold."

Itagaki, best known for creating Ninja Gaiden and the CTO of Valhalla also spoke to Japanese magazine Famitsu about the return of the rights to the game, and praised ex-THQ core games head Danny Bilson.



"Most important thing is gamers' happiness. And people in business side like distributors and presses. And developers. It's a Happy Three. So we can't thank THQ enough. Anyway, we now own the Devil's Third IP," he said.

"Devil's Third development is in its final stage now, and is most expensive in this term. In the West, we need to spend a great deal for advertisements - as much as development cost - to sell a lot. But

it wasn't fit for [THQ's] mid-term plan. They didn't want to part with this IP, but we all have to see into the future and at last they did, for us."

"We were anguished and they were really kind to us. Mr. Danny Bilson was searching for a way to work together until the very end. I do appreciate him and THQ managers that signed the transfer contract."

THQ signed the deal for the game in June 2010.

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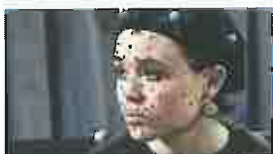
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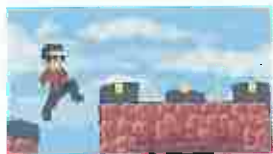
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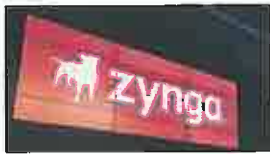
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Dr. Chee Ming Wong

Opus Artz Ltd

2,739 745 0.3

Lets hope there is a happy ending for all

#1



David Radd

Senior Editor

IndustryGamers

359 78 0.2

Surely someone can pick up the tab on this for the home stretch - Square Enix, EA even Zenimax could finish it out and at least give Valhalla a shot.

#2



Terence Gage

Freelance writer

1,288 120 0.1

Pretty good of THQ to do this. Hopefully the game will get released and be a success for Valhalla and whoever chooses to publish it.

#3



Peter Dwyer

Games Designer/Developer

481 290 0.6

Ever occurred to anyone that THQ might have dropped this for a good reason?

#4

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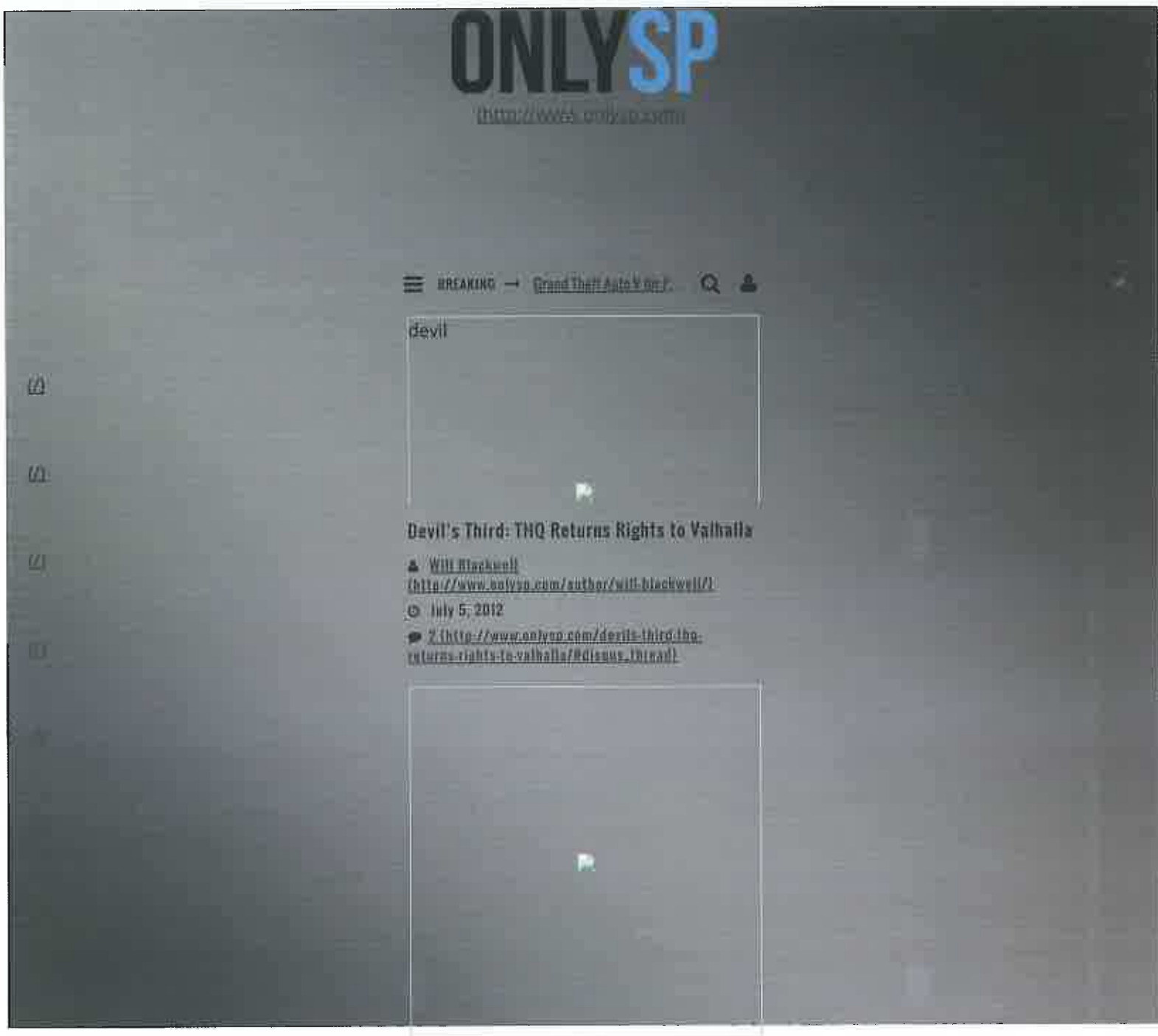
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Exhibit "15"



(<http://www.onlysp.com/wp-content/uploads/2012/07/devil.jpg>)

After announcing their intention to drop *Devil's Third* back in May, THQ confirmed to Eurogamer that they have returned the rights to the game to creator Tomonobu Itagaki and his Valhalla Game Studios. Apparently, the troubled publisher didn't see as much financial potential in the title as some of their other existing IPs.

"THQ confirms that the company will not be publishing Devil's Third," stated the publisher. "All of the game's IP rights have been returned to Itagaki-san and the Valhalla team."

Devil's Third is Itagaki's first project since parting ways with Tecmo and Team Ninja, the development team he led. He is as notorious for his sunglasses and leather jackets as he is for his work on the *Dead or Alive* and *Ninja Gaiden* series.

THQ's confirmation comes after Itagaki told the latest issue of Famitsu Xbox 360 magazine that Valhalla owns the rights to *Devil's Third* and that they are free to seek out another publisher.

"Most important thing is gamers' happiness. And people in business side like distributors and presses. And developers. It's a Happy Three. So we can't thank THQ enough. Anyway, we now own the Devil's Third IP.

"Devil's Third development is in its final stage now, and is most expensive in this term. In the West, we need to spend a great deal for advertisements – as much as development cost – to sell a lot. But it wasn't fit for [THQ's] mid-term plan.

"They didn't want to part with this IP, but we all have to see into the future and at last they did, for us.

"We were anguished and they were really kind to us. Mr. Danny Bilson was searching for a way to work together until the very end. I do appreciate him and THQ managers that signed the transfer contract."

Devil's Third has been in development since 2009 and was officially announced in 2010. A costly switch in gaming engines after the original's supplier went out of business has been the most notable of several development issues. As a result, very little is known about the game. Check out the E3 2010 trailer below and let us know if you're still excited about this title.



Stay tuned to OnlySP for more *Devil's Third* news and make sure to follow us on [Facebook](http://www.facebook.com/OnlySinglePlayer) (<http://www.facebook.com/OnlySinglePlayer>) and [Twitter](https://twitter.com/intent/user?screen_name=Official_OnlySP) (https://twitter.com/intent/user?screen_name=Official_OnlySP) for up-to-the-minute information.

[Eurogamer](http://www.eurogamer.net/articles/2012-07-04-devils-third-rights-returned-to-itagaki-and-valhalla-game-studios) (<http://www.eurogamer.net/articles/2012-07-04-devils-third-rights-returned-to-itagaki-and-valhalla-game-studios>)

ABOUT THE AUTHOR

Will Blackwell
(<http://www.onlysp.com/author/will-blackwell/>)

I'm a new dad, gaming machine, and beard aficionado. With a little one in the house, I've come to embrace the single-player experience, as it is much less likely to send me into a profanity-laced, controller-throwing tantrum. Writing and video games are two of my greatest passions, so this is a natural fit for me. As long as it doesn't require me to perform coordinated dance moves in front of my Kinect, I'm willing to pen my thoughts on it. Aside from gaming, I love music (Smashing Pumpkins), coffee (Red-Eye), and sushi (Yellowtail). All offerings of my aforementioned favorites will be accepted with open arms and, if you're lucky, I'll let you touch my beard. Just don't pull on it. That hurts.

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DARTHPrince 2 years ago

ye-yeaaa. If it does come out, I would likely pick it up. Looks fun =)

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Will Blackwell

DARTHPrince 2 years ago

It definitely has a bit of that Ninja Gaiden flavor to it. The fast-paced combat and swordplay gets two thumbs up here. I'm looking forward to hearing a firm confirmation on this one.

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Devil's Third coming to "wide range of digital devices"

By [Mike Williams](#)

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Valhalla plans to turn Devil's Third into a multimedia franchise

Devil's Third, the first title for Ninja Gaiden creator Tomonobu Itagaki's Valhalla Game Studios, will be coming to more than just PC, PlayStation 3, and Xbox 360. The rights to the title have been returned to Valhalla by THQ, who previously funded the game, and Valhalla has decided to expand what's being done with the IP. In [a statement](#) about the rights, Valhalla Game Studios CEO Satoshi Kanematsu said that game would be coming to more than the originally-planned platforms.

"Valhalla Game Studios would like to announce that after negotiations with THQ Inc., and with their generous cooperation, both parties have reached an agreement whereupon all rights related to the Devil's Third project, including development and distribution rights, have been transferred in full from THQ to Valhalla Game Studios," said the statement.

"In addition to the home console and PC versions, we at Valhalla Game Studios intend to bring the Devil's Third universe to a wide range of digital devices. We are also looking beyond the boundaries of video games and plan to work with other various forms of media, including manga, novels, animation and film, to create a blockbuster franchise."

That's a lot of hope for a game that hasn't been released yet, with no concrete release date in sight.



Valhalla Game Studios Co. Ltd.

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1 Comment

**Rick Lopez**

Illustrator, Graphic Designer

1,269 942 0.7

YAY! Devils Third Social... Now we can play on facebook and also Android and iOS versions with innovative touch screen controls so you can feel the blood on your hands.

Seriously... i just hope they dont release a half assed game on multiple platforms to just make money. Its great that they want to make money on other types of products, i just hope the core game is a quality AAA game experience. really tired

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of games being toned down or having production assets cut down in order to appeal to a wider audience. If you wanna make a game for a wider audience, you make games like pokemon.

I enjoyed the devils third trailer, i hope they keep it that way and dont jerk it down for kids and girls. Or tone down the grafics, so you can stream the game over internet through one of these cloud gaming services. cloud gaming seems to be the big thing now, just as with social gaming 5 years ago.

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Valhalla plans to launch Devil's Third on digital devices

"We will continue to do our best to fulfil your expectations."

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By [Wesley Yin-Poole](#) Published Friday, 6 July 2012

Valhalla plans to launch Devil's Third on a "wide variety" of digital devices as well as home consoles and PC, it's announced.

The news comes following the full transfer of copyright and sales and distribution rights for the game to the Japanese developer from US publisher THQ.

"To all our fans and members of the industry, we greatly appreciate your support," Valhalla CEO Satoshi Kanematsu wrote in a message on the developer's website.

"Valhalla Game Studios would like to announce that after negotiations with THQ Inc, and with their generous cooperation, both parties have reached an agreement whereupon all rights related to the Devil's Third project, including development and distribution rights, have been transferred in full from THQ to Valhalla Game Studios."

Kanematsu confirmed plans to expand the Devil's Third universe with manga, novels, animation and film "to create a blockbuster franchise".

"We will continue to do our best to fulfil your expectations, and we sincerely hope for your continued encouragement and support," Kanematsu said.

First things first, Valhalla, founded by former Team Ninja boss Tomonobu Itagaki, needs a new publisher for Devil's Third the video game, which is in limbo following THQ's high-profile financial woes.

Valhalla has been working on Devil's Third since roughly 2009. The game was formally revealed in 2010. But there have been development problems - chiefly, the middleware team supplying Devil's Third engine going out of business, which forced a costly tech-switch.

Behind the scenes of Devil's Third vid

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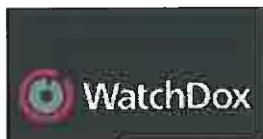
About [Wesley Yin-Poole](#)

Wesley is Eurogamer's news editor. He likes news, interviews, and more news. He also likes Street Fighter more than anyone can get him to shut up about it.

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- [its-LegendOfGamer](#) , 2 years ago

Microsoft owe Itagaki a favour or two. [Reply](#) -1 /5 - [+ Edit Delete Ban](#)

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PC gamers are grateful Itagaki,may u live to be 600🍀 [Reply](#) 0 /2 - [+ Edit Delete Ban](#)

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"Valhalla plans to launch Devil's Third on digital devices"

As opposed to what, exactly? The Babbage Engine? [Reply](#) +4 /14 - [+ Edit Delete Ban](#)

- [Polymorph](#) , 2 years ago

Fingers crossed they get thongs sorted soon. I want Devils Third. [Reply](#) +1 /3 - [+ Edit Delete Ban](#)

- [FireMonkey](#) , 2 years ago

I wonder just how much money Kickstarter could pull in and if it could be used to allow them to continue sans publisher?

There seems to be enough fans of Itagaki out there and plenty of people disappointed that this got dropped. [Reply](#) 0 /2 - [+ Edit Delete Ban](#)

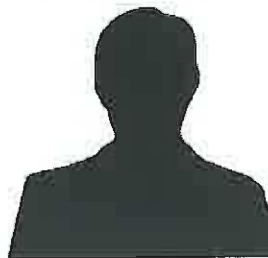
- [FireMonkey](#) , 2 years ago

[@Gamewank_Jim](#) - The title missed a few important words. "A", "Wide", "Variety" and "Of". [Reply](#) 0 /2 - [+ Edit Delete Ban](#)



- [thatdudeinthecotton](#) , 2 years ago

[@Polymorph](#) Yeah, thongs are an important part of any multiplayer fighting game 🍀 [Reply](#) +1 /1 - [+ Edit Delete Ban](#)



- [Ycounq](#) , 2 years ago

Well, any open world 3rd person melee-oriented action/adventure is automatically interesting to me, moreso if it involves katana's.

It'll sell 1 copy on launch day at the very least. [Reply](#) 0 /2 - [+ Edit Delete Ban](#)

- [NimbusTLD](#) , 2 years ago

That is one crazy ass presenter in that video!!!! [Reply](#) 0 /0 - [+ Edit Delete Ban](#)



[Bander](#), 2 years ago

My PC and consoles aren't digital? How do they work then? Is there living brain tissue inside? [Reply](#) +1 /1 - [Edit](#) [Delete](#) [Ban](#)

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Devil's Third coming to PC and tablets

By Mike Williams

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BUSINESS

Valhalla has partnered with Doobic to expand the franchise

Just over two weeks after getting the [Devil's Third IP back from THQ](#), Valhalla Game Studios has announced that it is partnering with Korean studio Doobic. The companies have created a joint venture called Valhalla&Doobic Co., Ltd for the project.

"We would also like to announce our decision to contract the development of the PC and tablet versions of Devil's Third to Valhalla&Doobic Co., Ltd," said Valhalla CEO Satoshi Kanematsu in [a press release](#).

"In addition to both home console and PC versions, Valhalla Game Studios plans to expand the Devil's Third universe across a variety of digital devices and through various forms of entertainment."

Devil's Third still has no concrete release date.



Valhalla Game Studios Co. Ltd.

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 [Update] Destiny's Vault Of Glass Raid Has Been Defeated.

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Valhalla Teams With Doobic For More Devil's Third

news

by Andrew Reiner on July 20, 2012 at 06:24 PM 5,437 Views ★★★★★



Valhalla Game Studios' upcoming title Devil's Third is still [without publisher](#), but that isn't stopping the company from expanding its operations and plans for Devil's Third. Valhalla announced it is forming a joint venture corporation with Doobic Game Studios, the South Korea-based developer behind Combat Arms.

Doobic is handling the PC and tablet versions of Devil's Third, says Valhalla's CEO Satoshi Kanematsu. "In addition to both home console and PC versions, Valhalla Game Studios plans to expand the Devil's Third universe across a variety of digital devices and through various forms of entertainment," he said on [Valhalla's site](#).

I'm guessing the message on Doobic's [recruitment page](#) was the selling point for Valhalla and Devil's Third's director, Tomonobu Itagaki. The message reads: "We at Doobic Game Studios are crazy. We are crazy for games and live like it. Doobic Game Studios is looking for game developers that are as crazy as we are. We invite you lunatics out there to come join us and make something even crazier together. Doobic plans to launch a new game that will make the world go wild. So come on over. Doobic wants you!"

[Thanks goes out to GI reader Stegosteph for the news tip!]

Email the author [Andrew Reiner](#), or follow on [Twitter](#), [Facebook](#), and [Game Informer](#).

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by [rekoin](#)

Friday, July, 20, 2012 at 06:44

Ohhhhhh yes

by [Tyler](#)

Friday, July, 20, 2012 at 06:51

Good to see that the game is still in development. I'd like to see some recent screenshots, though.

by [Flonne space detective](#)

Friday, July, 20, 2012 at 07:34

hmmmm

by [Kwasimoto](#)

Friday, July, 20, 2012 at 07:42

And enter the ragefest when it turns out that Doobic hands publishing rights to Nexon.

by [Aaron Quixote](#)

Friday, July, 20, 2012 at 09:30

I hope this game is as awesome as I imagine it being :/ I know Itagaki didn't have a hand in Ninja
Gaiden 3, and it showed. I'd love to see something amazing from Valhalla. Time will tell...

by [JohnWreck](#)

Friday, July, 20, 2012 at 10:03

Sounds like it may survive after all. :D

by [VinsanityV22](#)

Friday, July, 20, 2012 at 10:03

They should seriously worry about getting a publisher again first, before they run out of money. Maybe Warner Bros. can pick it up? They seem happy to have supported Lollipop Chainsaw. And Devil's Third is likely a much, much better game. Good to hear it's coming to PC though. But it's a 4 year-in-development game at this point; it's not like it'll look like a top end PC title. Still, the more Japanese developers with PC experience, the better. It's much better to support the PC than, say, the stupid PSP in 2012. And a tablet version? That blows. No way this gameplay will adapt nicely to a platform without inputs; they'll probably try to make it control like that scribbly mess, Ninja Gaiden Dragon Sword.

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by [MentalVinYang](#)

Friday, July, 20, 2012 at 11:56

Vanilla Ice cream sounds good.



by [William Okeefe](#)

Saturday, July, 21, 2012 at 10:09

I wonder if they need a military advisor.



by [Max](#)

Saturday, July, 21, 2012 at 11:55

It can go either way



by [musicalham](#)

Sunday, July, 22, 2012 at 05:53

So are they trying to release this game by the end of the year?

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Valhalla teaming with Korean developer for PC/tablet Devil's Third

By Steve Watts, Jul 20, 2012 4:30pm PDT

Now that the rights to **Devil's Third** have gone back to **Valhalla**, the company has been dropping hints about **more platforms** for the game. The previous announcement was a bit vague on the details, but now the developer has revealed some more details, along with a partnership to make it happen.

Andriasang reports that the company is partnering with Doobic Game Studios, a Korean developer. The two will form a joint venture called Valhalla & Doobic, to create the PC and tablet versions of the games, according to a statement from Valhalla CEO Satoshi Kanematsu. The company didn't outline which tablets were on tap for a release, but Android and iOS devices seem like a safe bet.

"The technical collaboration agreement we have reached with Doobic will greatly help in accelerating the expansion of the 'Devil's Third' franchise," said Kanematsu in his statement.

Doobic is known for **Combat Arms** and is currently preparing a beta test for its next game, Shadow Company.

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By: **Shacknews**Steve Watts posted a new article, **Valhalla teaming with Korean developer for PC/tablet Devil's Third**.

Valhalla announced a new partnership with Korean developer Doobic today, to help develop the PC and tablet versions of Devil's Third.

x

wut : Mad Brahmin Disease

Jul 20, 2012 4:30pm PDT

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Devil's Third Preview

by [Aaron R. Brown](#) - [ask an expert](#) (10/10/14)

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A long-lost Itagaki game as a Wii U exclusive? That's something you don't hear every day.

This year at E3, years after the initial announcement of Devil's Third, developer Valhalla Games Studios finally presented their upcoming (and violent) Wii U exclusive. According to Yoshifuru Okamoto, the studio's producer, the game was to be a breakthrough in various ways, or the end result of things they wanted to accomplish. Regardless of how it turns out, it looks like a title from Tomonobu Itagaki (Dead or Alive, Ninja Gaiden) — and Nintendo is totally cool with that.

Devil's Third is by large a third-person shooter, but it carries a focus on hack-and-slash action as well. The protagonist is a beefy bald man named Ivan, heavily tattooed with Buddhist scripture in Sanskrit all over his body. Ivan is based on Hoichi from the old Japanese ghost story Hoichi the Earless, showing the game's inspiration in multiple cultures. The game is set after the Kessler effect (in which objects like satellites in low orbit collide, creating debris, leading to further collisions) has occurred, and nearly all satellites are wiped out. This disaster eliminates the Earth's power grid, leading to worldwide havoc. The single player campaign itself jumps to different locations around the world, such as Panama and Yoshiwara, Japan. In the multiplayer slideshow during the Treehouse showing, the pre-text before the Texas multiplayer level gave a clue as to what sort of problems are occurring due to the Kessler syndrome:

"The fracturing of post-Kessler America led Texas to resurrect its past as an independent Republic. But the former state is hardly unified, as the Lone Star clans are at war over precious petroleum. Bloody battlegrounds stretch from the Panhandle oil fields to the wrecked high-rises of Dallas, down through the warlord-controlled southern beaches."



Though the overall story is unclear from only this preface, it distinctly displays that battles between factions have a sizeable presence. In this case, the fight is over petroleum. With satellite and other communication seemingly near-nonexistent, the nation is having a hard time keeping it together.

In the demo mission that Okamoto played at Treehouse Live during E3, Ivan infiltrated a building in the company of a few other men and fought off a wave of enemies, with ninja following soon after. Though categorized as a third-person shooter - it takes place in a third-person space most of the time - the camera went first person while aiming. All other attacks stayed third-person, so you could fully see the sword split bodies as the main character sliced and diced. At the same time, enemies were also ruthless and the action stayed fast-paced. The ninja were quick and had glowing red eyes, and at times even shot at the protagonist. Yes, you read that correctly: there are gun-wielding ninja.

This melee-shooting blend ties in with the first goal Valhalla wanted to accomplish, which is to make a breakthrough in the shooter genre. Though this has been done before in games like Sleeping Dogs, it appears that Valhalla is giving the shooting at least as much attention as the melee, if not more so. "We've spent a lot of years making fighting games and action games, but this time we wanted to challenge ourselves to make a shooter," Okamoto

<http://www.nintendoworldreport.com/preview/38157/devils-third-preview>


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Wii U

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Genre

Action

Developer

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explained at the Treehouse showing. Now, having combined shooting with the studio's experience with action/fighting games, Okamoto established that there are countless ways to go about ending the enemies' lives while playing.



In the midst of all the killing, verticality was prominently shown with the gunfight. The gunfight started on ground level, continuing with Ivan climbing up buildings, and ultimately ending with the ninja fight on a roof. While this was happening, people were dropping from being shot, sliced, stabbed via sword throw, and beaten with nothing but

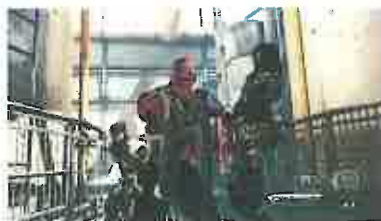
bare fist.

Parallel to single-player, the multiplayer will offer the same melee/shooter combat, but will have more options in regards to game-type and customizables. There are ten different match types with different rule sets. The playable maps consist of thirteen areas in different parts of North America, such as Northern and Southern California, the Midwest, Texas, and more. It of course has Team Deathmatch, with other game-types such as Cargo Capture, Battle Royal, Gladiator, and others. There is even a match type called Chickens, that has something to do with flying colorful chickens. Overall, it looks like a more militarized (but wacky) version of Uncharted multiplayer, but with far more customization.

With costumes, the game offers "dozens" of choices, with crazy costumes like cardboard boxes and a cat warrior. One of the goals in multiplayer will be to invade an opposing fortress, and you can bet that fortresses will be customizable too. If that wasn't enough, you can join a clan, create your own clan, or even go it alone if you're feeling up to it. "We found that the more customization options we added, the happier Nintendo was, so we just kept going and going, creating a bunch," Okamoto commented. All these attributes contribute to their second goal, which is to make a breakthrough in multiplayer.

"And the third thing we wanted to accomplish was creating a breakthrough game in this partnership with Nintendo," he added. This is particularly interesting due to Devil's Third's history. Long story short, it was originally announced by THQ in 2010 and planned to release on the PlayStation 3 and Xbox 360. However, after THQ closed last year, the rights were given back to Valhalla, and Nintendo became the game's publisher.

In an interview with Polygon, Itagaki explained that the majority of the game remains the same with about 90 percent of the game staying unchanged. "That other 10 percent I think really has been favored by this cooperation with Nintendo," Itagaki explained. Okamoto also said during the live E3 Treehouse event that "there are probably some people who are really surprised by this pairing of Valhalla and Nintendo, but I think both of us having different ideas and bringing them together in that kind of conflict has created some really interesting and unique concepts."



With it still having most of the characteristics and content that Itagaki and Valhalla originally planned, it might appeal to players who enjoy the latest Ninja Gaiden games. One thing's for sure: it's adding diversity to the Wii U's library, and this is never a bad thing.

Talkback

NWR

LudicrousDa3ve

I think it's gonna be a... *bloody* good time. :cool;



Michael_82

I like these kinds of detailed previews on the site. Keep up the great work!



WiiU/VLife

July 29, 2014

Aaron Brown... Just want to keep you up to date. THQ is no longer publishing Devil's Third. Nintendo is funding and publishing the game. Secondly, Nintendo SPD is co-developing with Valhalla Game Studios. Is it possible if you could please update it?

Aaron Brown Aaron R. Brown, Previews Editor

July 29, 2014

Quote from: WiiU/VLife

Aaron Brown... Just want to keep you up to date. THQ is no longer publishing Devil's Third. Nintendo is funding and publishing the game. Secondly, Nintendo SPD is co-developing with Valhalla Game Studios. Is it possible if you could please update it?

I was confused at first because near the end I mentioned that, but I see you mean the actual game profile. Consider it done.

Aaron Brown Aaron R. Brown, Previews Editor

July 29, 2014

Quote from: Michael_82

I like these kinds of detailed previews on the site. Keep up the great work!

Thank you kindly, Michael!



ShyGuy

July 29, 2014

I wonder if this will be 2014 or 2015.



Shaymin

July 29, 2014

If you have to ask, it's 2015.



NWR_insane0lord J.P. Corbran, Community Manager

July 30, 2014

Quote from: Shaymin

If you have to ask, it's 2015.

Not necessarily. It could be 2016.

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Devil's Third is a bloody shooter. A game obsessed with perfecting the close kill. And now it's [a Wii U exclusive](#).

The shooter's creator, Tomonobu Itagaki, is a man best known for games that titillate with skimpy clothing, or lopped limbs. He's a to-the-point game maker, not shy with his criticism. So it's not surprising that in bringing the game to Nintendo, there were some arguments.

What might be surprising, though, is the idea that this developer — a man who is rarely seen without his dark sunglasses and worn leather jacket; a developer seemingly so different from Nintendo's famed creators — discovered within the Japanese game company not just strong allies, but what he describes as a fundamental design lesson.

"There are also cultural differences between the way that I've worked and the way Nintendo works, which is when it comes down to the basic grammar of games, the method of game creation," Itagaki said through a translator. "And so we certainly fought some, but I think that I saw the value in a lot of the ways that they do things and learned a great amount.

"Now this is close to a trade secret so I can't say too much, but I feel like I learned the most fundamental meaning of what it means to push a button. When you tell someone, 'Push the A button,' there's a wealth of information there. And I feel like all of us who have worked on this project, as a result, have grown a bit."

REBIRTH

It's been four years since Itagaki and Valhalla Game Studios announced this, their first game.

Devil's Third was to be a hyper-violent shooter, packed with deep melee and fighting systems, for the PlayStation 3 and Xbox 360. It was to be the by product of a temporary partnership with THQ. It was to be a game that brought a better sense of killing, and more purposeful close combat, to the shooter genre.

But in 2012, THQ started imploding and the publisher [returned the rights for the game to its creator](#).

Now the game is back with the same drive to reinvent the up-close-and-personal kill in shooters, and to bring the game exclusively to Nintendo's Wii U. That the game is coming to the Wii U is in part due to Danny Bilson, the former senior vice president of creative development at the now defunct THQ.

It was to Bilson that Itagaki first went with his game all of those years ago.

"What ended up happening is that we fought for 30 minutes," Itagaki said. "What Danny said to me at that time was, 'We should make something that no one has ever seen before.'"

Bilson's take on that first meeting skips that initial drama.

"I was a big fan of Ninja Gaiden and Dead or Alive, many of the games he's made for years, a big admirer," Bilson said. "I was always really an admirer of the way his games felt, to hold the controller in my hands. And so, when he came in with his partners, and everyone came into THQ, and what Itagaki said was, 'I want to make a game with ranged weapons and swords and the kind of physical acrobatics that I've done in the past. And I want to combine and tune these three to a seamless mechanic.'

"And I thought with his background and that vision, that's something we should absolutely go for."

Ultimately, THQ approved the pitch and Bilson and Itagaki began to work together. Itagaki provided the feel, the look, the essence of the game. In turn, he asked THQ to help the fledgling studio create a game that would "appeal to Western audiences," Bilson said.

Bilson and his team flew over to Tokyo to meet with Itagaki about the world and story of the game, something incredibly important to Bilson because it "informs the marketing position, the consumer perception; everything about it comes out of the narrative."

Bilson and a couple of writers hammered out a story to present to Itagaki, because that's what he thought the developer wanted.

"So we got to the conference room in Tokyo, jet-lagged as usual, and we started pitching, pitching the story," Bilson said. "And they were very polite, and they smiled and they nodded their heads. And when we got to the end of the story, they said, 'We have a story.' And I said, 'Great.' And then they pitched their story, and I said, 'Your story is better than our story. That's fantastic.'"

So instead of creating a "Western" story for this Japanese game, Bilson's team reacted to Valhalla's ideas and "nudged them this way and that way."

"But I never wanted to lose their vision," Bilson said. "I never wanted to lose the Valhalla vision. If I wanted to go make a game, I would go work at a studio, not at a publisher."

"I need to be able to work with mature partners, and thankfully I was able to find Nintendo as a partner."

That give-and-take went on for years and over time the two teams, Bilson's and Itagaki's, became friends.

And it was that friendship that Itagaki returned to after THQ collapsed and the developer was looking for a way to get Devil's Third published.

"When things ended the way they did at THQ everyone was very upset about it," Itagaki said. "But happily, we found a way to continue on with this project and that's what was more important to me."

"I've been able to continue working with Danny and others who love games and love game development. That's been the most important thing that has continued to sustain this. I've certainly realized that, at the age of 47, I need to be able to work with mature partners, and thankfully I was able to find Nintendo as a partner. They really supported my vision, and when I saw the level of commitment they were bringing to the project, I knew I had to follow through with them."

ENTER NINTENDO

Nintendo's Wii U had a big showing at E3. The show saw the announcement of a slew of big, interesting, original titles for the console, an attempt to ignite flagging sales. But what it didn't see, at least not as part of Nintendo's big video presentation for the show, was an official *Devil's Third* announcement.

Devil's Third was announced as a Wii U exclusive during an IGN live show, free of official fanfare or even press releases.

The game does stand in stark contrast to the others shown off at E3 by Nintendo, a collection of colorful, mostly kid-friendly games like *Splatoon*, *Kirby and the Rainbow Curse* and *Yoshi's Woolly World*.

Devil's Third is a third-person shooter, melee game that drops players in a world reeling from the Kessler effect. In 1978, NASA scientist Donald Kessler suggested a scenario in which the clutter of satellites and space debris circling the earth would eventually collide, creating a cascading effect which would wipe out all satellites. The resulting debris field would be so dense it would prevent future satellites from being launched and stop even space exploration. In the game, this also sets off an electromagnetic pulse that fries all electronics on Earth. That results in world war and military chaos, and a sort of combat reset to a more primitive state.

"Hence guns and swords, not the high-tech weaponry we see in some of the other awesome games on the floor," Bilson said. "It's more of a primitive, brutal combat, which fits into [Itagaki's] talents with the control and the animation and the collision and all the great things he's a master of."

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The main hero is a former Soviet Union combatant who was a member of a group called the SOD, the Students Of Democracy.

"The enemies in this game are actually the hero's former allies who have all gone very rogue, and our hero is actually imprisoned in Guantanamo at the beginning of the game, and he's taken out of there to essentially hunt down his former allies," Bilson said. "And his former allies are not exactly normal characters. Each one is its own unique, incredible character because there's a chemical thing they've been ingesting that's been mutating them in different ways. So they all have different strengths, different powers and different physical characteristics."

Devil's Third takes place in settings around the world and in a North America that has been divided into 13 regions, broken up along historical and geopolitical lines. The game, keeping with Itagaki's style, is a fast-moving, brutal and gory shooter, replete with blood and dismemberment.

Itagaki said he isn't concerned about bringing his game to a console not known for its violent content.

"Personally, I feel like the future is going to be made by the gamers themselves," he said, adding that, ultimately no one knows exactly what the future holds for any particular console.

"I think a lot of people might have been surprised that such a violent game was going to be released on a Nintendo platform," he said. "But I think that you can say, from a certain perspective, things are getting interesting for Nintendo as well, making these kinds of choices."

He also noted the strong support Nintendo gave his team and the game.

Devil's Third, despite its jump from Sony and Microsoft consoles to Nintendo's Wii U, remains mostly unchanged. Itagaki said that 90 percent of the game's concept hasn't been altered. But that remaining 10 percent, he said, was shaped by Nintendo. Specifically, he said, Nintendo's Hitoshi Yamagami and Yusuke Nakano loved his project like their own and both helped and taught him.

"That other 10 percent I think really has been flavored by this cooperation with Nintendo," he said. "Now, as I'm sure you're aware, Japan is a small country in terms of landmass, but it still has an amazing concentration of lots of different cultures within it, and I think that Nintendo culture is one of those, and I had this opportunity to learn about Nintendo culture through the years working with them."

EPIC TRILOGY

Devil's Third, Bilson said, is "absolutely a slice of a bigger world that Valhalla created."

Bilson sees a lot of potential in the game's characters.

"One of the things I always loved about the game was these wild, unique characters," he said. "And I think wild is probably the word I find most appropriate to everything about *Devil's Third* because it's beyond heightened reality, it's almost insane reality. It's what one of my old bosses used to call 'heavy on the fun factor' in all aspects of the game.

And *Devil's Third* is driven by the sort of story designed to break free of its initial game, and perhaps video games all together, he added.

Bilson, a former THQ executive, made a name for himself in the film business writing the scripts for cult hits like *Trancers*, *The Rocketeer* and *Zone Troopers*. I asked him if he thinks *Devil's Third* could make the leap from games to something else, like film.

"Yes," he said. "We've discussed other narrative tracks for this ... that's very important to Itagaki-san and myself, that people really engage in this world, and it is a wild one.

"It's not quite like any tone we've seen. If fans like it, we have more ideas that the fans can engage with in *Devil's Third*, including an epic trilogy that he's planned."

Bilson said when they were working on the game's ending, anything that could have made it hard to continue the story was a "no-no."

Itagaki said he likes developing things as trilogies.

"I enjoy the freedom of having that arc to work with," he said. "So, that's simply the pattern that I enjoy most. I like being able to develop things that way."

And that would also fit in nicely with his idea of expanding the franchise, Bilson added.

"He has a lot of ideas, and there are a lot of other plans for the future," he said. "But today, for the last four or five years, it's been all about *Devil's Third*."

That said, the team has a lot of plans for the world of *Devil's Third*, he added.

"For instance, exploring other characters and their origins, things like that," he said. "So the game can, in success, it can branch into other media, as [Itagaki] said, manga, some linear narrative stuff, but not of this story, of other elements of characters in this wild world they've created."

NINJA

Devil's Third comes at a time when almost all game developer involved in creating shooters seem to be trying to reinvent themselves or the games they make. Respawn delivered *Titanfall* and effortless run-and-gun shooting earlier this year. Battlefield's next outing involves cops and robbers. Call of Duty is becoming a future military shooter. Rainbow Six is returning to its roots. Even Nintendo is trying its hand at shooters with the kid-friendly, squid-themed *Splatoon*.

So how will Itagaki's long-in-development shooter set itself apart?

"Well, for one, I would certainly never force people to run straight up to an opponent's face and shoot them from that distance," Itagaki said, standing from his seat and stepping over to the translator. "I think that's nonsense."

Itagaki grabbed the translator loosely by the collar and continued, pushing him back a bit in his chair.

"Once you're that close, you should be throwing someone up against the wall," he said through the pinned translator, "pinning them by their throat, grabbing their sword and gutting them with it."

Itagaki sat back down, relaxed in his seat next to Bilson and continued.

"Also, lots of shooters, I feel, are basically games where you have to do a lot of memorization because the map is static," he said. "But in this game, in the multiplayer mode, everyone can customize their own fortress, and these are the maps you play on, which are dynamic. So in this game, with that dynamic map, recon becomes very important. You need to figure out what the layout of your enemy fortress is, figure out what the chokepoints are and the areas you can use as kill zones."

Swordplay is clearly a distinguishing element of the game, one that Itagaki is quite familiar with.



"I think what you'll find is you can do the same kind of hack and slash with a sword that you might find in Ninja Gaiden games, but there are certainly times when you're at just the right distance that you can't use a sword but you don't feel like bringing the gun up," he said. "In that case, you can throw the sword to kill an enemy."

"Among the controller configurations that are available in the game, you would have a standard one that's very similar to other shooters, but there's one controller configuration that we named ninja."

Ninja, he said, is going to make the game "very easy to play for fans of the Ninja Gaiden series."

Bilson added that the game has a very distinct look and feel that sets it apart from anything in the genre.

"That's always really important to me, that we stand out and we're our own game," he said. "I think when you play this game you'll find that it's absolutely its own game. It's not Ninja Gaiden, it's not Call of Duty. It's not anything like you've played before, and I think that the goal is always to deliver a new experience."

And Bilson says the game is packed with, powered by, new experiences.

"The multiplayer is really fully featured with the kinds of combat that I haven't played in multiplayer before," he said. "I've never really scurried up a building, saw my friend running down before I jumped down with a sword and lopped his head off. It's all of this grand, over-the-top, cinematic violence that becomes, in action, hilarious."

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